



Discover Network Financial Institution Referral Questionnaire

Date:

1. FIPCO Salesperson Information

Name:
Email:
Company:
Phone: Fax:

2. Financial Institution (Lead) Information

Name: Source Media Ranking:
Web Site: Number of locations:
Customer demographics:

3. Financial Institution Contact Information

Name: Title:
Phone: Email:
Address:

4. Program Details

Does the financial institution currently offer a credit card to their customers?

Yes No

➔ If yes, please complete questions 5 - 11. Otherwise, please skip to question 12.

5. Current Program Type(s)

(Check all that are applicable):

- Visa MasterCard American Express
 Debit Program Prepaid/Gift Card Program

If other, please specify:

6. Current processor(s):

7. Expiration of current contract(s):

9. Current Rewards programs

(Check all that apply):

- Cash Merchandise
 Miles Other

If other, please specify:

10. Current program statistics

Current number of cards:

Number of annual transactions:

Approximate annual dollar volume:

11. Discover Network Positioning

The financial institution is planning to offer Discover Network as a/an _____ to their current credit card offering(s).

- replacement addition

If other, please specify:

12. Type of program(s) that issuer would like to pursue:

(Check all that apply.)

Credit

Prepaid/Gift

Debit

If other, please specify:

13. Is the issuer planning to implement a rewards program on their Discover Network Card?

Yes

No

14. Estimate the number of cards that you think the issuer will issue on Discover Network (including converted accounts, if applicable):

16. Program goals:

(Check all that apply.)

Activation

Retention

New revenue source

Other:

17. When does the issuer plan to launch the new program(s)?

18. Why is the issuer looking for a new or additional card program?

(Check all that apply and/or provide an explanation.)

Unhappy with current relationship

Unhappy with current card program

Would like to expand business

Other:

Thank you for submitting this lead to Discover Network.
Please fax this form to the FIPCO office at 608-661-9382
or
email to fipcosales@fipco.com