

J.D. Power Reports:**Credit Card Websites Can Reduce Traffic to Other Costly Customer Service Channels and May Be Considered the De Facto Customer Relationship Manager**

WESTLAKE VILLAGE, Calif.: 2 October 2013 —The credit card desktop website has become the primary channel for customers to conduct their credit card activities. Not only is this a cost-effective communication channel, but it also may be considered the de facto customer relationship manager, according to the J.D. Power 2013 Credit Card Website Evaluation StudySM released today.

KEY FINDINGS

- Three-fourths (75%) of all credit card customers use the desktop website, which 85 percent indicate is their primary method to conduct credit card activities.
- An easier website experience increases the likelihood of credit card customers utilizing the website for account tasks in the future, which costs credit card companies less than customer service phone calls.
- The top five customer recommendations for improving their online experience are reducing clutter of account information; including access to rewards information on account overview/summary page; improving the visibility of the login area; including a detailed explanation of reward redemption terminology; and including contact numbers on the home page.
- Credit card companies with high-performing websites include (in alphabetical order) American Express, Capital One, Discover and Wells Fargo.

“The default point of contact for credit card customer service inquiries has shifted from live representatives to the website,” said Jim Miller, senior director of banking services at J.D. Power. “Credit card companies that think of improvements to their websites as investments are more likely to provide a user friendly customer experience and retain customers.”

The 2013 Credit Card Website Evaluation Study, now in its second year, is based on 1,356 customer responses evaluating 10 tasks that comprise the overall credit card servicing website experience: log in to account; review account information; schedule a one-time payment; check rewards; redeem rewards; locate contact information; update profile; set up alerts; dispute a charge; and request a replacement card. The study was fielded between July 30, 2013, and August 16, 2013.

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