



*A TRAVEL...PLUS Merchandise, Gift Certificates, Dining and Entertainment Awards Program for your cardholders that builds loyalty and increases purchase volume!*



**Western States Card Services** offers your financial institution a customized cardholder awards program that can reduce account attrition and improve account activation and acquisition. You can reap the benefits of increased purchase volume and finance charge income. This value-add feature can build greater loyalty with your customer base.

Our partnership with Consumer Benefit Services, Inc. (CBS), the leading provider of innovative and profitable value-add enhancements and loyalty programs, provides you with:

**Marketing Support** for your Cardholder mailings: statement inserts and branch brochures. Your financial institution name and logo can be used for customization.

**Program Customization:** we will work with you to design a customized program to meet the needs of both your financial institution and your cardholders.

**Customer Service:** CBS provides personalized customer service, with 24/7 availability.

WSCS provides our clients with the product, customer service and marketing support for a successful cardholder awards program.

*Participating Merchants Include:*



*"The Trusted Partner For Those We Serve"*