5 questions to evaluate your card provider effectively

No two financial intuitions are exactly alike. Each operates within its own unique and complex ecosystem, built from interconnected technology platforms, internal teams, external partners, and a shared commitment to keeping operations running smoothly to support cardholders.

Over time, these components become tightly woven together, creating a sense of stability that can make it difficult to step back and evaluate each element on its own.

When the ecosystem appears balanced, questioning individual components, such as a card provider, can feel disruptive or unnecessary. However, this evaluation is not only healthy, but also essential! Intentionally reviewing how well each partner and platform supports your institution enables you to keep products relevant, empower staff with effective tools, and ensure your financial and service objectives continue to be met in a rapidly changing payments landscape.

what every financial institution should ask

Below are five questions every bank or credit union should ask – along with key considerations – to help determine whether your card provider is truly supporting your broader ecosystem and future-readiness.

1. **Is your card provider advancing your strategic goals?**

   Key considerations:

   » Alignment with your growth, digital, and cardholder experience goals

   » Proactive recommendations vs. reactive support

   » Ability to support future state initiatives, not just today's needs

2. **How well does your card provider integrate with your ecosystem?**

   Key considerations:

   » Integration with core, digital, fraud, and servicing platforms

   » Manual workarounds or duplicate processes

   » Consistency of data, reporting, and workflows across teams

3. **Are fraud controls strong without sacrificing the cardholder experience?**

   Key considerations:

   » Balance between fraud prevention and transaction approval rates

   » Visibility into digital wallet provisioning and CNP fraud

   » Quality of alerts, reporting, and decisioning support

4. **Does the provider deliver actionable insights and reporting?**

   Key considerations:

   » Timeliness and clarity of reporting

   » Ability to slice data by channel, product, or risk type

   » Whether insights lead to action – or just additional spreadsheets

The most effective organizations don't wait for disruption.

5. **Can your provider scale and evolve with payments innovation?**

   Key considerations:

   » Product roadmap transparency

   » History of delivering enhancements on time

   » Ability to support emerging technologies, regulations, and customer expectations

Evaluating your card provider isn't about finding fault. It's about ensuring your ecosystem continues to evolve alongside your bank or credit union. The most effective organizations don't wait for disruption – they continuously assess, adapt, and position themselves for what's next.

elevate your cardholder experience

Need proven cardholder services and expertise? Connect with Jack Henry to ensure your broader ecosystem is fully supported both now and in the future.

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