



## PROOF OF PURCHASE: THE VALUE OF ID OR MEMBERSHIP CARDS

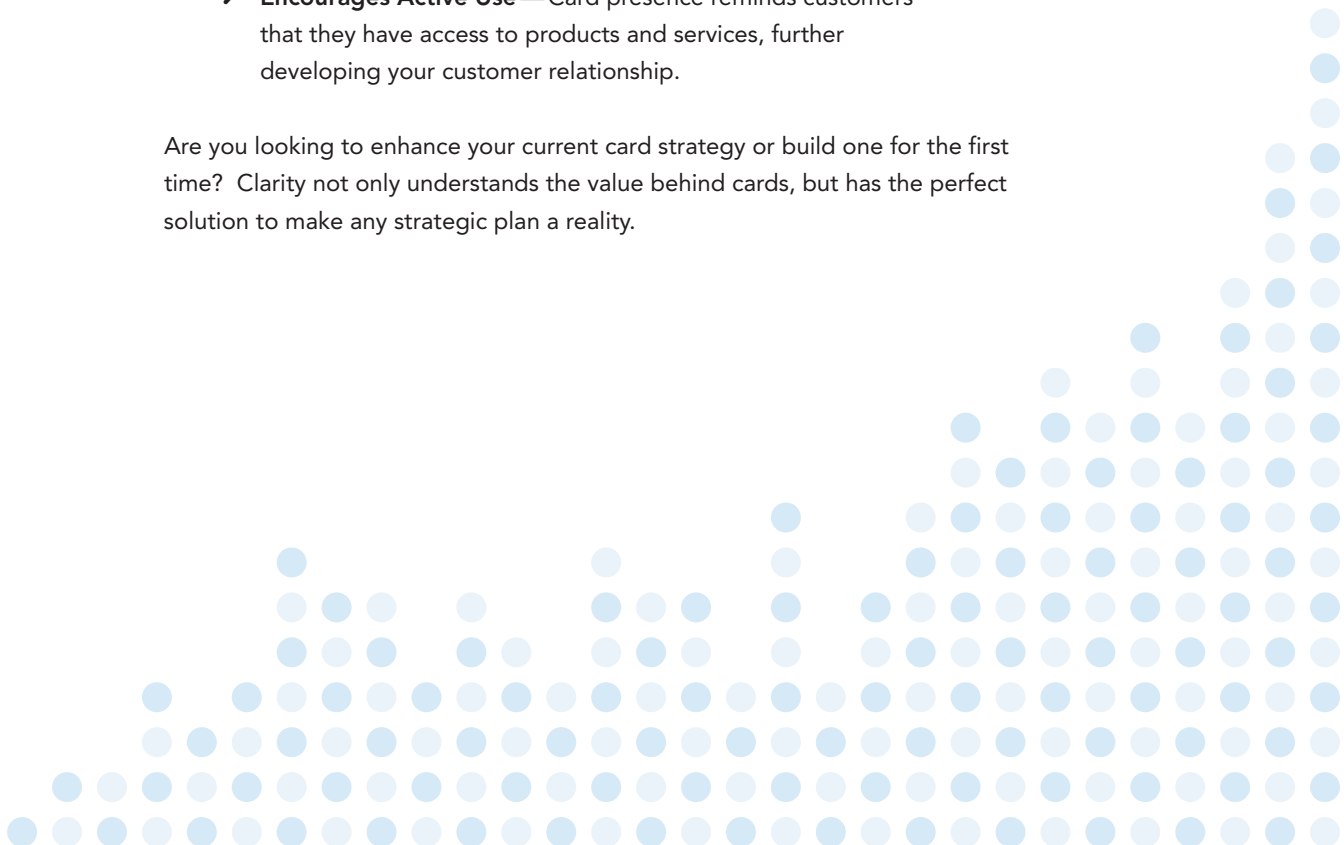
### The Opportunity

Identification or membership cards can be an integral part of a business, and, as such, can represent a major cost in both time and capital. Whether you use cards to provide personal information, to validate membership, or just to serve as proof of identity, cards serve as a more permanent connection between the card holder and the brand that you have created.

The investment in producing cards, specifically creative design, information design, data personalization, production quality and associated delivery mechanisms is a large one, and one that offers opportunities for you to extend your marketing and your customer relationship. The direct and associated benefits of optimizing card production and delivery are many:

- **Loyalty** — Your organization gets a daily audience with their customer through a card. Enhance loyalty and discourage competitive shopping by leveraging this relationship.
- **Cross-sell** — Cards and associated card materials are convenient vehicles for up-selling products or cross-selling new products.
- **New Customer Acquisition** — Let your loyal card-carrying customers become marketers for you by referring your products and services to others.
- **Encourages Active Use** — Card presence reminds customers that they have access to products and services, further developing your customer relationship.

Are you looking to enhance your current card strategy or build one for the first time? Clarity not only understands the value behind cards, but has the perfect solution to make any strategic plan a reality.





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### The Solution

To create and distribute identification or membership cards that will enhance your brand, Clarity has created the perfect solution. Instead of creating, overhauling and maintaining costly proprietary systems, Clarity has designed a comprehensive and robust solution that leverages your current business practices and data. The solution is available at anytime, anywhere through an easy-to-use online interface. Whether you are producing healthcare cards, auto insurance cards, membership cards for associations, or any other application, Clarity partners with you to evaluate your needs, and then design a solution that delivers the right information to your customers. Clarity's solution gives you the flexibility to incorporate unlimited designs, data and business rules on the fly. Keep your focus on your business; know that your brand will travel with your customers wherever they go.

Benefits of the Clarity solution:

- Membership cards that meet regulatory requirements.
- Greater up-sell and cross-sell opportunities by providing customized marketing on cards, carriers or mail inserts that will demonstrate value.
- Enhanced customer service by providing your call center with exact online representations of cards received by your customers.
- Quicker implementation and management of new card templates and targeted marketing messages.
- The ability to view cards pre- and post- production, online, to ensure your information is correct before it is sent, along with the ability to hold cards or override data.
- Output your cards to any media—print, online, email, CD—and save on distribution, storage and obsolescence costs.

For more information about our solutions for cards, contact Clarity at (203) 453-3999 or visit on the web at [www.clarityssi.com](http://www.clarityssi.com).

