

# Case Study

## GarantiBank and MasterCard extend the possibilities of Corporate Incentive Cards

Innovating in the Corporate Prepaid sector

**GarantiBank, the leading financial institution in commercial banking in Turkey, is a preferred business partner to large local companies as well as multinationals. In recent years, Garanti has earned a reputation for product innovation. Numerous new services and solutions have been rolled out, ranging from a credit card that customers can tailor to their specific financial needs (a first in Europe) to Mini Bank, the innovative banking programme for children. Now, Garanti has teamed with MasterCard to create an extremely flexible prepaid corporate incentive card programme.**

Prepaid cards are ideal for incentive programmes in which companies distribute monetary rewards to their employees, business partners or customers. The prepaid card replaces traditional cash, paper gift vouchers or catalogue incentive programmes. This gives recipients the freedom to choose what they want to spend the reward on, plus the convenience of choosing when and where they want to spend it.

### The ultimate in flexibility

Understanding that companies operate in different industries and have different organisational structures and priorities, Garanti decided to develop a corporate incentive card programme that could suit a variety of purposes in various business models. So, the result – the GarantiBank Corporate Incentive Card – is not a standardised product offered to every company. Instead, it's a flexible programme that enables each company to design the features of its own incentive card according to its specific needs.

According to their budget and goals for their incentive programme, companies can choose the best combination of parameters for card design, personalisation, loading and spending options, merchant restrictions, and so on. As for card design, the card can have a company-specific design or it can be co-branded with partner names and logos. Garanti's standard card design (without any company branding) is also an option.

### GarantiBank Prepaid Corporate Incentive Card Programme

#### Exercising maximum flexibility

##### Key features:

- Easy and simple to use
- More convenient than gift vouchers and other paper-based incentive rewards
- Safer than carrying cash
- Point-of-sale use with PIN security
- Reloadable through GarantiBank branches or Garanti Paramatik ATMs
- Easy access to balance information via the Internet or SMS

##### Creates business opportunities:

- Innovative, flexible way to manage corporate incentives
- Multiple options for card design, personalisation, loading and spending options, merchant restrictions, and more
- Reduces cash handling and storage costs
- Saves administration time



## A multitude of ways to repay

The Maestro®-branded GarantiBank Corporate Incentive Card can be used as a quick and easy way of recognising and rewarding employees for large accomplishments, like meeting sales targets, or simply for a job well done. In addition, it's a flexible way of motivating dealers, distributors or third parties for their loyalty in selling the company's products. The card is also an effective tool for thanking customers and influencing customer behaviour.

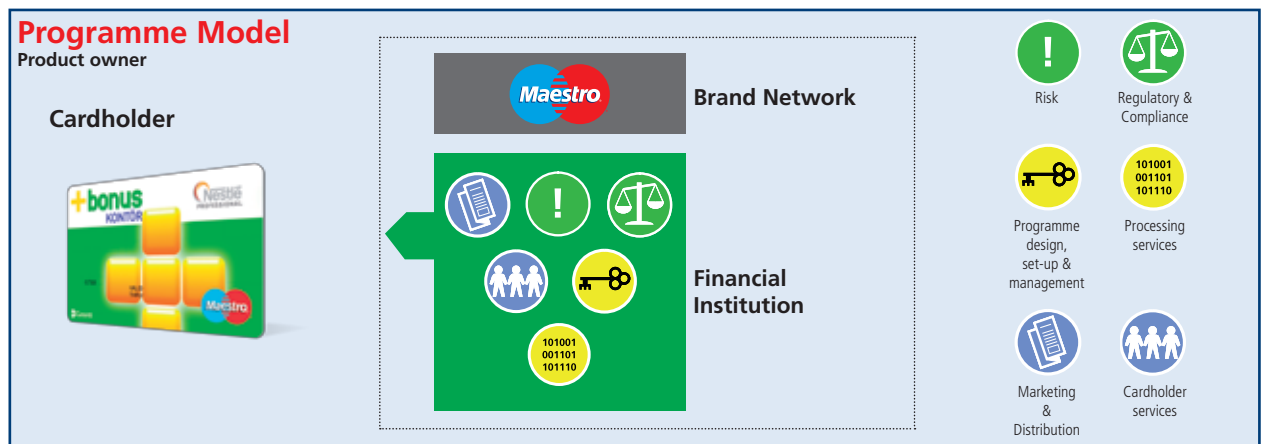
Depending on the length and purpose of the company's incentive programme, the cards may be either reloadable or non-reloadable, with POS/ATM or POS-only usage, respectively. Funds can be loaded solely by the company, or the cardholder can be allowed to use the card as a personal prepaid card. The ability to restrict certain merchant category codes also allows companies using incentive programmes to drive spending through specific retailers and merchants.

In line with local regulations, the cards can be either personalised with company and cardholder names or non-personalised. To ensure security and convenience for the cardholder, transactions are PIN-based and the card's password is delivered via SMS. Furthermore, the card can be included in GarantiBank's Bonus loyalty programme, so that the cardholder can collect and redeem Bonus points at all Bonus partner merchants.

All this diversity is clearly a route to success: GarantiBank's prepaid product has been recognised with the 'Best Corporate Incentive Card Award' in the MasterCard Prepaid Awards 2007/8.

"We're very proud to offer companies such a wide range of possibilities for customising their corporate incentive cards. With our Maestro®-branded prepaid card, we can provide virtually anything they want in the way of features and functionalities."

*Mehmet Sezgin, CEO, Garanti Payment Systems*



**To learn more about GarantiBank's Prepaid Corporate Incentive Card Programme and how you can benefit from partnering with MasterCard Prepaid Services, contact your MasterCard representative today.**

**MasterCard Prepaid Services™**  
*Delivering Growth Through Payment Innovation*

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