

CASE STUDY

Empowering Community Growth: Chesapeake Bank's Enhanced Gift Card Program with Transcard



Challenge:

01

Recurring card issues during execution led the bank to seek a new partner after investing time and resources in data mining.

Solution:

02

Partnered with Transcard for an upgraded gift card program with tailored design, advanced analytics, and flexible management options.

Results:

03

The successful 2023 gift card program of Chesapeake Bank brought satisfaction with enhanced capabilities and exceptional customer support, improving data export and issue resolution.

CUSTOMER:

Chesapeake Bank

INDUSTRY:

Financial Services

SPECIALTY SOLUTION USED:



Card Product Solution

DATE:

February 2024

Customer

Chesapeake Bank is a 123-year-old community bank with roots in the Northern Neck of Virginia. Spreading the good word of responsible community-based banking. Currently 16+ locations throughout the Northern Neck, Middle Peninsula, Williamsburg, Chesterfield, Newport News, and Richmond.

01 Challenge

Chesapeake Bank has an initiative called "The Buck Stays Here" to support local businesses. Each year, as part of that campaign, the bank partners with other agencies in the community to host pop-up events selling \$50 Visa cards half-priced to encourage local spending, "boosting the local economy."

Unfortunately, Chesapeake Bank continued to run into card challenges while executing the annual campaign. From card number issues to manually mining data, the initiative was quickly becoming a struggle and headache to execute. With approximately 2000 hours spent mining data they knew it was time to find a new partner.

With specific requirements in mind, Chesapeake evaluated 14 vendors to gain a full understanding of their gift card program options.

Help Arrives

After a very in-depth and lengthy vendor evaluation process, Chesapeake Bank decided to partner with Transcard because they felt they could best fit their needs.



02 Solution

Transcard has delivered a gift card program with added benefits:

- ✓ Customized card artwork with logo and messaging
- ✓ Data and reporting metrics with filters
- ✓ Customer service and support
- ✓ Option to set gift card limits
- ✓ Option to restrict gift cards



03 Results

After a successful 2023 gift card program with ten events and 3,160 gift cards, Chesapeake Bank has been very happy with their decision and excited about the added capabilities improving their program. In addition to other benefits, they can now export data to show their partners in a format that is usable, replacing a previously manual process that was burning time and resources.

They have also had a very positive experience with on-boarding and customer service. In the instance of an emergency, Chesapeake Bank was relieved at how responsive customer support was. Within an hour of an issue being realized, they were in contact with a support person on the phone and had it quickly resolved.

10

Events

3160

Gift cards

\$158K

Across four regions

We have a complex need and I've spoken to 14 vendors that each handled various parts of the gift card industry, none of which has been the same. Transcard has been the ONLY vendor that could do all of the things that I need. Your program makes what felt impossible, feel like a dream come true.

Reggie Rossignol Outreach at Chesapeake Bank

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We make frictionless payments a reality with comprehensive global payment solutions designed for banks, fintechs, and businesses of any size and in any industry. We deliver solutions for B2B payments, C2B payments, B2B2C payments and A2A automation.

sales@transcard.com



1010 Market Street, Suite 400
Chattanooga, TN 37402

T: (423) 553-5200