

Credit Union Journal

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Jack Henry Launches BIG Rewards Program

MONETT, Mo. – Jack Henry & Associates announced the general availability of BIG Rewards, customizable customer rewards and loyalty solution available through a strategic alliance with Saylent Technologies.

BIG Rewards is a customer acquisition and retention solution that enables credit unions to offer high-interest checking, cash-back, and merchandise incentives based on customer relationships and account activity. Interest-based rewards offer customers high-interest checking products, cash-back rewards provide monetary rewards, and merchandise incentives offer bank-defined gift programs.

Analytics capabilities enable credit unions to measure the impact of unique rewards programs, and accurately report on and analyze member data, transaction behavior, and payment patterns.

This online solution is offered in a hosted ASP environment managed by Jack Henry Banking and supported with a series of promotional materials that are provided to banks free-of-charge.