

# Cards and Payments III

LEAD AND SUSTAIN A PROFITABLE CARDS AND PAYMENTS BUSINESS



DURATION

30 - 40 hours



DELIVERY CHANNEL

Textbook



Modules:

- 1 Advanced Product Development
- 2 Advanced Marketing
- 3 Regulatory Environment
- 4 Customer Experience
- 5 Card Financial Management
- 6 Advanced Payments

## CERTIFICATION OVERVIEW & BENEFITS

Cards and Payments III teaches Candidates how to manage a cards business from a leadership perspective. The course covers such areas as successful strategies for setting up a robust infrastructure, learning how to prime for growth while effectively managing risk, and delivering best-in-class customer experience.

Candidates gain insights from practitioners who have built and sustained profitable card businesses in challenging circumstances.

Upon completion, Candidates gain strategic leadership skills to build and sustain a profitable cards and payments business.

Having successfully completed the CP III examination, Candidates earn the CCPP designation.

## LEARNING OBJECTIVE

To develop strategic leadership skills to build and sustain a profitable cards and payments business.

## COMPETENCIES GAINED

**Candidates are able to:**

- Develop strategies for product development, features and benefits that differentiate their cards and payments business.
- Develop strategies for building successful partnerships and loyalty customer relationship management that can meet customer needs in a sustainable way.
- Understand how to develop a robust infrastructure and operating rhythm for a competitive and sustainable advantage.
- Understand how regulatory developments impact growth and expansion rates in the cards and payments industry.
- Develop the customer experience using a holistic approach and an organizational orientation.
- Analyze how product strategies and their related service strategies have a direct impact on financial outcomes over a time horizon (customer-product segmentation and the intended performance outcomes).

## INTENDED AUDIENCE

This certification is designed to meet the learning objectives of leaders in cards and payments businesses.

## PATHWAY

Upon completion, Candidates earn the CCPP designation.

