

Chase BlueprintSM Development Fact Sheet

What is Blueprint?

Blueprint is an industry-first set of features that dramatically improves the way Chase customers can manage their spending and borrowing. With Blueprint, customers can design their own simple plan to pay down balances, manage everyday spending and pay off major purchases. Blueprint consists of four distinct features built to meet specific consumer needs, including Full Pay, Split, Finish It and Track It.

While other credit card companies may offer tools to analyze spending, Blueprint is fully integrated into customers' accounts, enabling them to create customized payment plans and track their progress on every statement, either online or on the phone working with a Chase advisor.

Developing Blueprint Features and Benefits

As an industry first, the Blueprint concept was not developed overnight. In fact, each Blueprint feature is the product of extensive consumer research and testing conducted over the past two years, including:

- **Focus group research:** Beginning in 2007, Chase conducted a series of in-depth interviews with consumers across the country to better understand their mindset around credit card lending and perceptions of debt. We wanted to better understand consumer needs and sentiment about their ability to manage their finances. As a result, we developed features that could truly help address those needs.
- **Product testing:** Subsequent survey research among over 2,000 consumers confirmed that these Blueprint features were as compelling as possible. This process helped Chase further refine Blueprint features in order to develop meaningful solutions that deliver real impact for our customers.
- **What's Your Financial Style? quiz development:** Chase collaborated with Dr. Hersh Shefrin, author of *Beyond Greed and Fear: Understanding Behavioral Finance and the Psychology of Investing*, not only to provide input on Blueprint product development, but also to develop the **What's Your Financial Style? quiz**. The quiz prompts consumers to answer eight simple questions about their financial goals and spending habits to help consumers better understand their financial behavior patterns or "styles" and identify the Blueprint features best suited for them.

The consumer insights we gathered through this process were instrumental to building innovative features that meets the needs of today's consumers.

Bringing Blueprint to Market

At launch, twenty million Chase card customers will have access to Blueprint features through their *Chase FreedomSM*, *Chase SapphireSM*, *SlateSM from Chase* (formerly Chase Platinum) , *InkSM from Chase* and other business cards.

Behind every piece of plastic, there's a complex network of people, processes and technology. To bring Blueprint to market, Chase invested significant resources to restructure systems and integrate Blueprint features into current credit card accounts. Some of the resources and technology behind Blueprint include:



- **Customer service training:** Invested approximately 30,000 hours in staff training and modifications to supporting technologies, policies, and procedures to ensure a seamless customer experience.
- **Technology infrastructure:** Invested 300,000 hours over 15 months in the reconstruction of customer billing and payment processing systems to deliver accurate account calculations and statements, and secure and timely transactions and processing. The process involved securing business requirements, analyzing potential options, designing and building new systems, quality control testing and implementation of all system changes, as well as adjusting the systems in order to comply with new law and regulations for credit cards.
- **Customer disclosures:** Marketing materials, billing statements, online account access, telephone scripts, and cardholder agreements were rewritten to match changes required for Blueprint.
- **Payment allocation methods:** Since card members will not have the ability to self-direct payments in excess of the minimum under the new law and regulations, Blueprint payments in excess of the minimum payment will be allocated to higher interest-rate balances first.

For more information about Blueprint, please visit: www.chase.com/blueprint .

