

**RBS NatWest Clear Rate and Cashback Plus Credit Cards  
Three Star Fairbanking Mark Research**

The Fairbanking Foundation awards marks to products which can demonstrate that they act in customers' best interests, and improve customers' financial wellbeing.

In order to qualify for this award, RBS must be able to demonstrate that customers have experienced a tangible positive impact on their financial wellbeing from using their Credit Card features. To demonstrate this, a survey was conducted to gauge feedback from customers holding the product.

A representative sample of customers were sent a link to an online questionnaire, and asked to complete a set of pre-defined questions. The Credit Card key features that were tested were:

- Access to available balance
- Access to recent transactions
- Monthly payment alert
- Nearing credit limit alert
- Balance has exceeded specific amount alert
- Limit has been reached/exceeded alert
- Credit card balance payments
- Repayment calculator

This document summarises the outputs from the research.

**Technical note**

- 628 completed interviews (between 30th March and 13th April 2015).
- The survey was conducted online and was approximately 10 minutes in length.
- All respondents were holders of a Clear Rate or Cashback Plus credit card with either RBS or NatWest. 526 held a NatWest credit card, while 102 held a RBS credit card.
- Of those with a NatWest card, 363 had a Clear Rate and 163 had a Cashback Plus credit card, while of those with a RBS card, 61 had a Clear Rate and 41 had a Cashback Plus credit card.

**SCREENER AND INTRODUCTION**

**S1. Please can you tell us, do you have a Clear Rate/Cashback Plus credit card?**  
Single response question asked to everyone.



Yes	628	100%
No	-	-
Don't know	-	-
<b>Total</b>	<b>N=628</b>	<b>100%</b>

**S2. Please can you tell us, what made you choose the Clear Rate card?**  
Multiple response question asked to Clear Rate card customers.

I wanted a good rate	180	42%
I wanted a lower rate than other cards offered	176	42%
I wanted to clear my credit card balance	78	18%
I wanted to pay off my balance in my own time	61	14%
Other (specify)	55	13%
There were helpful tools on the website (e.g. credit card repayment calculator)	25	6%
Don't know	27	6%
Refused	-	-
<b>Total</b>	<b>N=424</b>	

**S3. Please can you tell us, what made you choose the Cashback Plus card?**

Multiple response question asked to Cashback Plus card customers.

I wanted cashback for using my card	113	55%
I wanted rewards for using my card	88	43%
I wanted contactless card rewards	53	26%
I wanted a good rate	48	24%
Other (specify)	26	13%
There were helpful tools on the website (e.g. credit card repayment calculator)	23	11%
I wanted to clear my credit card balance	8	4%
Don't know	9	4%
Refused	1	-
<b>Total</b>	<b>N=204</b>	

**S3a. Which of the following best describes how you generally handle your Clear Rate/ Cashback Plus credit card bill each month?**

Single response question asked to everyone.

Vary the amount you pay off between the minimum and the full amount	194	31%
Always pay in full	170	27%
Generally make the minimum payment each month, but pay more than the minimum when you can	132	21%
Usually pay in full, but sometimes choose to let part of the balance roll over to the next month	87	14%
Make the minimum payment	29	5%
Do not use card at all	12	2%
Don't know	3	-
Refused	1	-
<b>Total</b>	<b>N=628</b>	<b>100%</b>

**S3b. Which of the following statements typically applies to you?**

Single response question asked to everyone.

I am always up to date with my credit payments and often manage to pay off more than required	346	55%
I am always up to date with my credit payments	237	38%
I am generally up to date with my credit payments but have missed 1 payment in the past 12 months	32	1%
I have missed 2 payments at <b>different times</b> in the past 12 months	4	1%
I have missed more than 2 consecutive payments in the past 12 months	1	-
I <b>miss most</b> of my credit payments	2	-
Don't know	4	1%
Refused	2	-
<b>Total</b>	<b>N=628</b>	<b>100%</b>

**S4. Do you have any other products with RBS/NatWest?**

Multiple response question asked to everyone.

I have a current account	559	89%
I have a savings account/ISA	365	58%
I have a personal loan	92	15%
I have another credit card	93	15%
No, I don't have other products with RBS/NatWest	54	9%
I have a mortgage	41	7%
Other (please specify)	15	2%
Don't know	1	-
Refused	0	-
<b>Total</b>	<b>N=628</b>	

**Q1. Were you aware that you could request the balance of your Clear Rate/Cashback Plus credit card at any time?**

Single response question asked to everyone.

Yes	476	76%
No	114	18%
Don't know	38	6%
Refused	-	-
<b>Total</b>	<b>N=628</b>	<b>100%</b>

**Q2. In the last 6 months, have you ever used any of the methods below to check the**

**a) Balance of your Clear Rate/Cashback Plus credit card**

**b) Recent Transactions on your credit card account**

Multiple response question asked to all who said yes at Q1.

	Balance		Recent transactions	
Via online banking	392	82%	374	79%
Via mobile banking app	275	58%	254	53%
At an ATM	42	9%	20	4%
By text message	38	8%	25	5%
In branch	31	7%	30	6%
By calling the telephone banking team	32	7%	29	6%
I have never requested this	21	4%	32	7%
Other (please specify)	4	1%	4	1%
Don't know	1	-	2	-
Refused	2	-	2	-
<b>Total</b>	<b>N=476</b>		<b>N=476</b>	

**Q2c. And which do you use most frequently**

Single response question asked to all who selected more than one method for either balance or recent transactions at Q2.

	Balance		Recent transactions	
Via mobile banking app	195	72%	172	72%
Via online banking	71	26%	64	27%
In branch	2	1%	-	-
At an ATM	1	-	2	1%
By text message	1	-	-	-
By calling the telephone banking team	-	-	-	-
Other (please specify)	-	-	-	-
I have never requested this	-	-	-	-
Don't know	-	-	2	1%
Refused	-	-	-	-
<b>Total</b>	<b>N=270</b>		<b>N=240</b>	

**Q3a. And how helpful would you say that you have found accessing your available balance via the balance channel allocated at Q2?**

Single response question asked to all who allocated a balance channel at Q2.

Very helpful	362	80%
Fairly helpful	76	17%
Fairly unhelpful	9	2%
Very unhelpful	3	1%
Don't know	1	-
Refused	1	-
<b>Total</b>	<b>N=452</b>	<b>100%</b>

**97% Helpful**

**Q3b. And how helpful would you say that you have found accessing your recent transactions via the transaction channel allocated at Q2?**

Single response question asked to all who allocated a balance channel at Q2.

Very helpful	353	80%
Fairly helpful	69	16%
Fairly unhelpful	6	1%
Very unhelpful	3	1%
Don't know	7	2%
Refused	2	-
<b>Total</b>	<b>N=440</b>	<b>100%</b>

**96% Helpful**

**Q4a. You said that you found obtaining your balance by [allocated balance channel] to be [corresponding rating from Q3a]. Please can you tell us more about what makes you say that?**

Open ended question asked to all who have specified a method of obtaining their balance

**Very helpful**

*"It's really convenient, saves having to use a laptop make a phone call or go to a branch."*

*"I can view the balance alongside my other accounts and loans. So it's easy to know how much I can afford to pay. Also uses the same interface."*

*"Being able to control and keep up to date with the balance helps me manage my finances."*

*"You can look anytime night or day when you think about it, rather than having to wait. It's safe and secure if you follow the advice given, quick and convenient."*

*"The balances are clear and easy to read and understand. I can make payments from one account into another with ease and the process of making payments to my credit card couldn't be simpler."*

*"I can easily keep track of spending and therefore budget accordingly."*

*"I like to know that my balance agrees with my personal records, there are no mistakes in the NatWest banking records, and that there has not been any fraudulent use of my credit card."*

**Fairly helpful**

*"Full statement in the app needed. Full detailed description of charges needed. Full history of all previous statements needed. Just make it as detailed as online version."*

*"It is integrated in the general NatWest online banking, which makes it easier to access than other credit cards that use a separate application / website. However, the level of info offered is not as deep and wide as for other cards."*

**Fairly unhelpful**

*"The website is not completely clear. I can see my credit card, and make payments to it via online banking. But to download a pdf of my statement, I needed to sign up for credit card online banking. This took me some time to figure out, and actually I had to phone NatWest to explain this. Then I signed up, but never received an activation code. Had to call again. Took about a week and was a small pain."*

**Q4b. You said that you found obtaining your recent transactions by [allocated recent transaction channel] to be [corresponding rating from Q3b]. Please can you tell us more about what makes you say that?**

Open ended question asked to all who have specified a method of viewing recent transactions

**Very helpful**

*"It lets me know quickly whether recent transactions have made it onto the card yet, so I can track my repayments."*

*"It reassures me to check-up on when a recent transaction that I have made has gone through and been added to the balance. Also, it allows me to check whether my credit card has been used without my approval."*

*"I don't tend to keep track of transactions so being able to (occasionally) assess where most of my expenditure has been incurred is of great use (e.g. have I spent too much on Hailo (the black cab app) or on meals out etc etc)."*

*"Checking when payments are made, considering if there seems to be an unnecessary lag between making a purchase and the account registering this transaction."*

*"Making sure that no unknown charge appears on the credit card."*

**Fairly helpful**

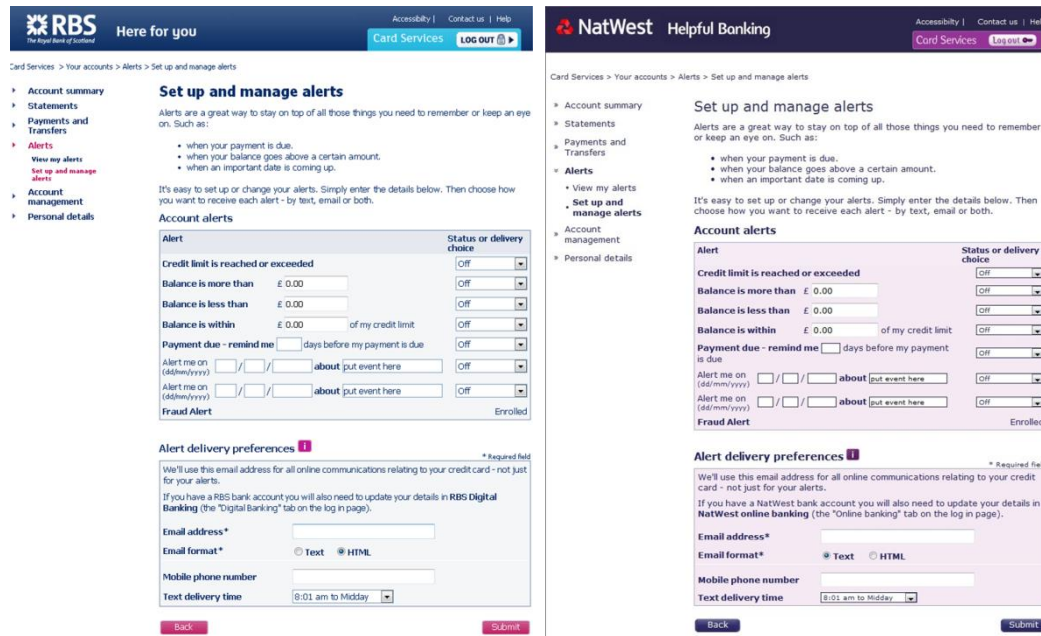
*"NatWest banking app shows recent transactions easily and clearly."*

**Fairly unhelpful**

*"There seems to be a long delay between using the card and having transactions show up on my statement, longer it seems than with other credit cards. Similarly when I transfer money from my current account to the credit card again there seems to be a long delay despite it being the same bank."*

ALL RECEIVING ALERTS

The images below were shown to all customers registered to receive alerts.



Q5. Please can you tell us, how did you find out about the alerts that RBS/NatWest offers to help you manage your credit card?

Multiple response question asked to all registered to receive alerts.

They were set up when I opened the account	49	30%
I read about it on the website	46	28%
I received a message when I was logged into Credit Card Online Services (this is where you go online to specifically manage your credit card)	44	27%
I received a message when I was logged in to my online banking	36	22%
Can't remember	13	8%
I was told about them in a branch	11	7%
I was told about them when I called telephone banking	7	4%
Other (specify)	3	2%
I didn't know about the alerts	1	1%
Refused	-	-
Total	N=166	



**Q6. Have you ever changed the frequency or method of the alert(s) in order to suit you better?**

Single response question asked to all who are registered for the alerts and are aware of them at Q5.

No	107	70%
Yes	38	25%
Don't know	6	4%
Refused	1	1%
<b>Total</b>	<b>N=152</b>	<b>100%</b>

**Q7. We asked customers which, if any, of the following alerts they have received in the past 6 months.**

Multiple response question asked to all registered to receive alerts.

An alert to remind me to make the monthly payment	131	79%
An alert to tell me I am nearing my credit limit	55	33%
An alert to tell me that my balance has <b>exceeded</b> a specific amount which I set myself	32	19%
An alert to tell me that my limit has been reached or exceeded	22	13%
Other (please specify)	4	2%
Don't know	14	8%
Refused	2	1%
<b>Total</b>	<b>N=166</b>	

**Q8. Please can you tell us did you receive the alert(s) by text, by email or both?**

Asked to all receiving alerts, single answer per alert

	<b>Text</b>	<b>Email</b>	<b>Both</b>	<b>Don't know</b>
An alert to remind me to make the monthly payment	47 36%	27 21%	55 42%	2 2%
An alert to tell me I am nearing my credit limit	21 38%	8 15%	26 47%	- -
An alert to tell me that my balance has exceeded a specific amount which I set myself	14 44%	4 13%	14 44%	- -
An alert to tell me that my limit has been reached or exceeded	10 45%	- -	12 55%	- -
Other	2 50%	1 25%	1 25%	-

**Q9. And which method they prefer when receiving the alerts.**

Asked to all receiving alerts, single answer per alert

	<b>Text</b>	<b>Email</b>	<b>No preference</b>	<b>Don't know</b>
An alert to remind me to make the monthly payment	75 58%	33 26%	21 16%	-
An alert to tell me I am nearing my credit limit	38 69%	9 16%	8 15%	-
An alert to tell me that my balance has exceeded a specific amount which I set myself	22 69%	4 13%	6 19%	-
An alert to tell me that my limit has been reached or exceeded	16 73%	-	6 27%	-
Other	2 50%	1 25%	1 25%	-

**Q10. And thinking about the alerts you have received, how helpful would you say you found these?**

Asked to all receiving alerts, single answer per alert

	<b>Very helpful</b>	<b>Fairly helpful</b>	<b>Fairly unhelpful</b>	<b>Very unhelpful</b>	<b>Don't know</b>
An alert to tell me that my limit has been reached or exceeded	18 82%	4 18%	-	-	-
An alert to tell me that my balance has exceeded a specific amount which I set myself	26 81%	6 19%	-	-	-
An alert to tell me I am nearing my credit limit	42 76%	13 24%	-	-	-
Other	3 75%	1 25%	-	-	-
An alert to remind me to make the monthly payment	83 63%	43 33%	5 4%	-	-

**Q11. And if they chose a delivery time for any of the alert(s).**

Asked to all receiving alerts, single answer per alert

Yes	56	37%
No	39	26%
Don't remember	55	37%
Refused	-	-
<b>Total</b>	<b>150</b>	<b>100%</b>

**Q12. And how helpful was it to choose the delivery time for your alert?**

Asked to all who chose a delivery time for any of their alerts, single answer

Very helpful	43	77%
Fairly helpful	12	21%
Fairly unhelpful	-	-
Very unhelpful	-	-
Don't know	1	2%
<b>Total</b>	<b>N=56</b>	<b>100%</b>

**98% Helpful**

**Q13. In which ways, if any, has the monthly payment reminder helped you to manage your credit card account?**

Asked to all receiving an alert to remind them to make a monthly payment, open ended

*“It reminds me to make my payment and not to spend more than I have remaining.”*

*“It has given me advanced notice to look at my balance. Otherwise I would forget in day to day life.”*

*“As I am rather busy daily, it is very helpful to keep reminded about the next payments before the actual deadline approaches.”*

*“Sometimes in our busy lives we forget about the things we have to make payment for. Often things are set up by direct debit so you don't need to think about it so the text does what it's intended to do and reminds you.”*

**Q14. Please can you tell us why you chose the particular amount that you set for your nearing credit limit alert?**

Asked to all receiving an alert to tell them they are nearing their credit limit, open ended

Set up and manage alert shown to RBS customers

Set up and manage alert shown to Natwest customer

*"It was an amount that I could go over without realising."*

*"I chose £100 so I wouldn't go over my limit with interest charges."*

*"I don't want to be overdrawn and ruin my credit score."*

*"I chose the limit as I wanted to try not exceeding a particular amount on my credit card before I repay it."*

**Q15. And please can you tell us, last time you received this alert, what did you do as a result?**

Asked to all receiving an alert to tell them they are nearing their credit limit, multiple response

Other (specify)	-	-
Refused	-	-
I made a one off payment to my credit card	23	42%
I reduced my spending habits on my credit card	16	29%
I didn't do anything	9	16%
I increased my regular monthly payment amount	6	11%
Don't know	3	5%
I changed the amount which would trigger the alert in future	2	4%
<b>Total</b>	<b>N=55</b>	

**Q16. In which ways, if any, has setting an alert which tells you when you are nearing your credit limit helped you to manage your credit card account?**

Asked to all receiving an alert to tell them they are nearing their credit limit, open ended

*"Making payments more regularly, trying to spend less."*

*"It keeps you in touch with what's going on and acts as a reminder. It makes me think more about it."*

*"I will stop spending from the card or make some additional payment to the card than I will be under limit."*

*"It helped me to make sure I didn't exceed my credit limit, and incur charges."*

*"Tells me to make an increased payment to prevent passing that amount."*

**Q17. Please can you tell us why you chose the amount that you set for your 'Balance is more than' alert trigger?**

Asked to all receiving an alert to tell them that their balance has exceeded a specific amount which they set themselves, open ended

Set up and manage alert shown to RBS customers

Set up and manage alert shown to Natwest customer

*"I like to have a proper idea of my outgoing cash every month, and the credit card should rarely be very high as I don't use it often. Also to keep an eye on possible fraudulent transactions."*

*"So that I can try and pay a little more off or the full amount."*

*"So that I can be aware of how much I am spending and restrict my purchases if needed."*

*"To ensure I am managing my credit limit responsibly."*

*"To keep an eye on my spending and avoid spending more than I can afford to pay back the following month."*

**Q19. In which ways, if any, has setting a personalised balance to trigger an alert helped you to manage your credit card account?**

Asked to all receiving an alert to tell them that their balance has exceeded a specific amount which they set themselves, open ended

*"I know not to use it if there is still a balance outstanding."*

*"I then do not get further into debt so I can pay my balance off."*

*"I don't go over what I need to, I can always be sure that I can manage my money."*

*"I have been more careful with spending."*

**MAKING PAYMENTS**

**Q20. Which of the following methods of payment do you use most frequently when paying your monthly Clear Rate/Cashback Plus credit card bill?**

Asked to everyone holding a Clear Rate/Cashback Plus credit card, single response

Online banking transfer	296	47%
Via Direct Debit	143	23%
On a mobile phone	105	17%
Online with a debit card	52	8%
In a branch	18	3%
Via telephone banking	2	-
Other (specify)	7	1%
Don't know	3	-
Refused	2	-
<b>Total</b>	<b>N=628</b>	<b>100%</b>

**Q21. And how easy do you find it?**

Asked to all answering their most frequently method of payment when paying their credit card bill, single response

Very easy	551	88%
Fairly easy	64	10%
Not very easy	4	1%
Not at all easy	1	-
Don't know	2	-
Refused	1	-
<b>Total</b>	<b>N=623</b>	<b>100%</b>

**99% Easy**

**Q22. Please can you tell us why you choose to normally pay your credit card bill by this method?**

Asked to all answering their most frequently method of payment when paying their credit card bill, open ended

**Online banking transfer**

*"Because it's instant and I can change how much I pay."*

*"It's quick, easy and I know the payment is processed without delay."*

*"I am checking my bank account on a fairly regular basis and the payment is very simple. Plus, there is a reminder on the main accounts screen which has the minimum payment required and the due date - hard to miss!"*



*“When I tried direct debit after several months with no spending it got cancelled and I got fined when I relied on it later on. Online transfer is easy and I can do it where and when I want.”*

**Direct Debit**

*“Automatically debited - quick, easy and I never spend more than I know I can pay off that month.”*

*“Helps me not to forget. And also ensure I have money around the time to offset payment.”*

*“I have set a fixed payment in excess of the minimum payment to ensure I clear the balance quicker and never forget a payment.”*

**On a mobile phone**

*“It's easier than using the Natwest online banking page.”*

*“It's already set up to transfer, and very easy to use, and can be done anywhere.”*

*“The application is easy to use and to make transaction any time of day, very accessible. No time limit which fits my daily routine better than going into the bank itself.”*

**Q22a. Over and above the minimum payment, have you ever made an additional payment to your credit card?**

Asked to all making a minimum payment for their credit card bill each month, single answer

Yes	61	79%
No	13	17%
Don't remember	3	4%
Refused	-	-
<b>Total</b>	<b>N=77</b>	<b>100%</b>

**Q22b. Which of the following methods did you use to make the additional payment? If you have made more than one additional payment, please tell us about the most recent one that you made.**

Asked to all who have made an additional payment to their credit card, single response

Other (specify)	-	-
Online banking transfer	28	46%
On a mobile phone	17	28%
Online with a debit card	10	16%
Via telephone banking	3	5%
Via Direct Debit	2	3%
In a branch	1	2%
Don't know	-	-
<b>Total</b>	<b>N=61</b>	<b>100%</b>

**Q22c. And how easy it was to make that additional payment.**

Asked to all who have made an additional payment to their credit card and generally make the minimum payment each month, but pay more than the minimum when they can, single response

Very easy	49	80%
Fairly easy	8	13%
Not very easy	3	5%
Not at all easy	1	2%
Don't know	-	-
<b>Total</b>	<b>N=61</b>	<b>100%</b>

**93% Easy**

**Q22d. For what reasons were you motivated to make an additional payment to your credit card?**

Asked to all who have made an additional payment to their credit card, open ended

*"To ensure didn't exceed limit."*

*"The interest free period was at an end and I settled my bill to avoid the outrageous interest charges that credit card companies charge."*

*"Pay off debt quicker to reduce interests and total cost."*

*"Bring down outstanding amount and interest, gives more room for future purchases if required."*

**Q23. Do you know the approximate date when your balance would be cleared?**

Asked to all not paying their credit card balance in full, single answer

Yes	226	51%
No	138	31%
Don't remember	73	17%
Refused	3	1%
<b>Total</b>	<b>N=440</b>	<b>100%</b>

**Q23a. What impact, if any, does not knowing when the balance would be cleared have on the way you manage your finances?**

Asked to all who don't know the approximate date when their balance would be cleared, open ended

*"No impact, I will clear it when I can."*

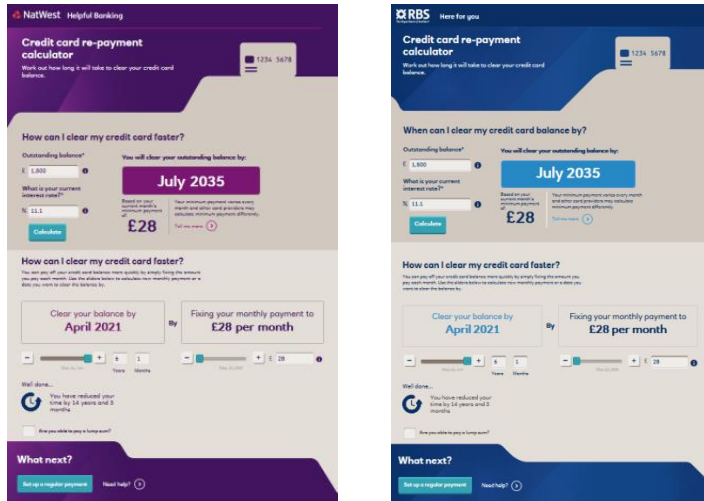
*"As long as I can maintain my payments, paying more when I can I don't worry about it too much."*

*"I feel in control of the balance. I try to pay more than the minimum amount as often as possible"*

*"I am saving up for something, so I have to save less while I clear off my balance."*

*"I guess it makes it a little difficult to plan ahead for big things like holidays in case I can't afford it due to making payments. At present it doesn't really bother me too much".*

**Q24. Were you aware that there is a repayment calculator on the website that tells you when your credit card balance would be cleared if you make only the minimum payment?**  
 Single response question asked of everyone. Respondents were shown the repayment calculator for NatWest / RBS (as appropriate).



Yes	168	27%
No	418	67%
Don't remember	38	6%
Refused	4	1%
<b>Total</b>	<b>N=628</b>	<b>100%</b>

**Q25. Have you ever used the repayment calculator?**  
 Single response asked of everyone aware of the calculator

Yes	40	24%
No	125	74%
Don't remember	3	2%
Refused	-	-
<b>Total</b>	<b>N=168</b>	<b>100%</b>

**Q28. In which ways, if any, has it been helpful to calculate possible monthly payments which would allow you to pay off your credit card balance earlier?**  
 Open end question asked of all those who said they have used the calculator at Q25.

*"It's useful to see how much faster you can pay your bill by paying more."*

*"Yes it helped me to see that if I pay off monthly a little bit more I can quicker pay off whole balance."*

*“It shows how long it would take with the minimum and when you see the date is so far in the future you can easily reset the amount to pay each month to something that it within budget and also gives a clear near ending to the balance.”*

*“It allowed to take a more proactive stance once I saw how long it would take to clear my debt.”*

*“I’m looking to save to get a house deposit it let me know when I’ll have the credit cards paid off to allow me to do this.”*

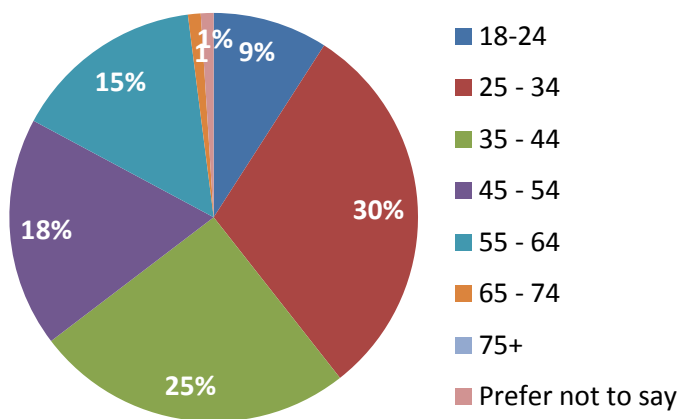
*“It assists in budgeting.”*

DEMOGRAPHICS

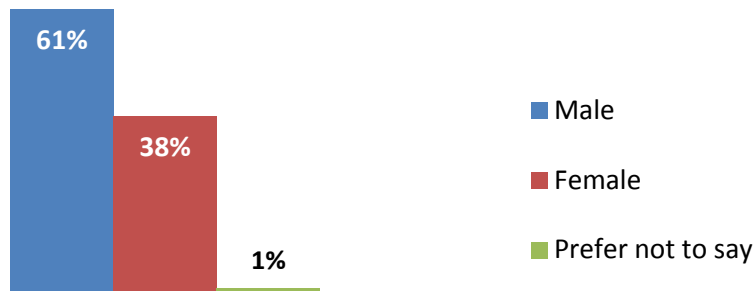
**QDM1. Employment status.**

Employed full-time	476	76%
Employed part-time	38	6%
Self-employed	49	8%
Unemployed but looking for a job	7	1%
Unemployed and not looking for a job / Permanently disabled / Housewife/ Househusband	5	1%
Retired	35	6%
Pupil / Student / In full- time education	11	2%
Other	4	1%
Don't know	2	-
Refused	1	-
<b>Total</b>	<b>628</b>	<b>100%</b>

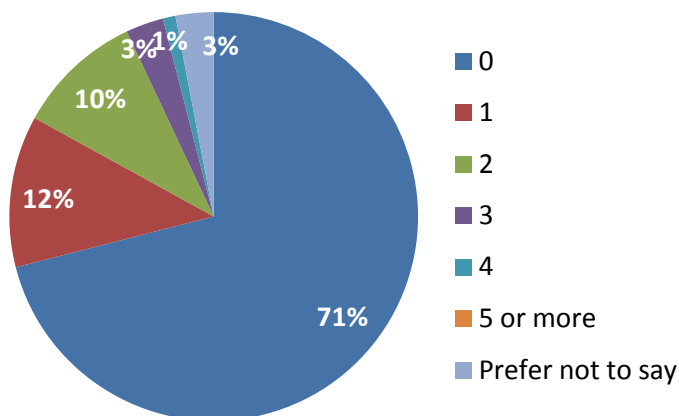
**QDM2. Age group.**



### QDM3. Gender.



### DM4. Number of children under the age of 18 living in the household.



**DM5. Age of children.**

1 year or younger	27	16%
2 years	19	11%
3 years	19	11%
4 years	16	10%
5 years	11	7%
6 years	10	6%
7 years	17	10%
8 years	12	7%
9 years	15	9%
10 years	16	10%
11 years	22	13%
12 years	13	8%
13 years	14	8%
14 years	16	10%
15 years	18	11%
16 years	11	7%
17 years	23	14%
Prefer not to say	4	2%
Don't know	-	-
<b>Total</b>	<b>N=168</b>	<b>100%</b>