Financial Health Standards For Credit Cards Scorecard

Account Features	Included	Priority
Payment Amount Levers: Encourage higher repayment amounts.	○	○
Rewards for Repayments: Reward repayment behavior as well as purchasing behavior.	○	○
Utilization Limit Alerts: Prompt customers to set credit use alerts.	○	○
Free Credit Score Tools: Offer high-quality credit score monitoring tools.	○	○
Money Labeling: Allow labeling and setting aside money for specific purposes.	○	○
Budget Tools: Provide a high-quality budget tool.	○	○
Recurring Expenses: Allow review of all recurring expenses in one place.	○	○
Spending Controls: Allow customers to place limits on spending.	○	○
Credit Limits: Offer credit limit increases on a request-only basis.	○	○

Account Policies	Included	Priority
Hardship Options: Make relief programs clearly visible and easy to access early.	○	○
Consecutive Late Fees: Prevent compounding penalties during delinquency.	○	○
Automatic Graduation: Automatically move secured cardholders to unsecured credit.	○	○
Payment Due Dates: Allow customers to choose their monthly payment due date.	○	○

Onboarding and Access	Included	Priority
Counteroffers for Denials: Proactively consider applicants for alternatives when applicants are denied.	○	○
Eligibility Checks: Let applicants check eligibility without impacting their credit score.	○	○
Financial Education: Elevate high-quality guidance on credit card ownership.	○	○
Onboarding Experience: Highlight key tools early to drive engagement and adoption.	○	○
Product Comparisons: Display key account tradeoffs across fees, policies, and benefits.	○	○
Alternative IDs: Accept non-U.S. government ID or ITIN to open an account.	○	○
Phone Services: Offer free phone access to complete essential account tasks.	○	○
Spanish Language: Make information fully available in Spanish.	○	○
Trusted Contacts: Enable account holders to designate trusted contacts.	○	○

FINANCIAL HEALTH NETWORK

www.finhealthnetwork.org/standards