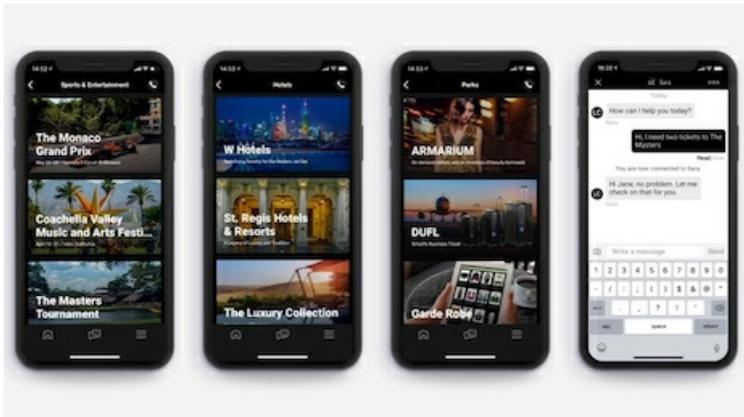


FINANCIAL SERVICES

Luxury Card puts concierges in members' pockets through app

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Members can book travel and chat with agents within the new Luxury Card app. Image credit: Luxury Card

By SARAH RAMIREZ

Premium credit card provider Luxury Card has introduced a mobile application that gives members on-the-go account management tools with an added emphasis on relationship building.

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Available on both iOS and Android devices, the Luxury Card app allows cardholders to check their balances, make payments and book travel services. However, the standout feature is the 24/7 availability of live concierge agents to assist members.

"This is really an enhancement and extension to the current concierge services and travel program," said Marina Kissam, vice president of customer experience at **Luxury Card**, Jackson Hole, WY. "We wanted to make sure the chat service became part of that core Luxury Card offer and we definitely wanted to have this 24/7 chat available.

"We really don't want to offer a service that has any limitations," she said. "I think a part of luxury services is whenever, wherever."

Card Concierge

Luxury Card already has a concierge service in place to help its busy members manage their accounts at any time of day, originally reachable by phone or email. The service is free of charge and available to all cardholders.

These Cardmember Care specialists do more than help with account management and other customer service issues. They also assist members with various requests, such as booking travel or sourcing rare gifts, as part of a lifestyle management service.



Luxury Card assists customers in booking high-end travel experiences. Image credit: Luxury Card

The app makes it easier for cardholders to reach out to concierge agents through live mobile chats. Because of the wealth of information available to the agents, based on past purchases and requests, Luxury Card says its recommendations are more relevant and meaningful.

Within the app, users can also explore curated Luxury Card Experiences to help inspire future travel plans. These travel ideas are categorized by different priorities, such as family, sports and culinary experiences.

The Luxury Card Travel program includes more than 3,000 global destinations, including Mandarin Oriental and Peninsula properties, that have already been vetted by the card provider.

Cardholders can also access perks through the app, such as exclusive amenities and preferred member rates. Among the other benefits offered by Luxury Card are 2 percent value for airfare redemption and a minimum of 1 percent cash back on other purchases.

Experience more

Luxury Card has previously shared campaigns emphasizing how its personalization and rewards offerings can make life more convenient for its clients.

The card provider's fall national advertising campaign featured model Lily Aldridge, focusing on helping cardholders balance motherhood and careers. Luxury Card specifically chose Ms. Aldridge for her impressive career undertaken while balancing motherhood ([see story](#)).

Luxury Card also demonstrated the convenience of its Mastercard Gold Card in a television spot with a professional athlete in another recent campaign.

Pro surfer Ian Walsh is the face of Luxury Card's new ad that shows his card going along with him from "the oceans to the mountain." Appealing to both adventure seekers and luxury consumers, the spot was shot at Jackson Hole, home of Luxury Card, and Maui, HI, the surfer's home. ([see story](#)).

Even as banking options diversity, brand loyalty fades and new payment options emerge, credit card ownership and usage has remained strong over the past decade.

For affluent consumers, credit cards continue to offer unique experiences, exclusive perks, networking opportunities and significant savings options. With data collection techniques becoming evermore sophisticated and the market becoming crowded with more players, companies have to go above and beyond the bare minimum of offering cash back and rewards to retain elite customers ([see story](#)).

"That personal human touch is really critical to a customer's experience, so the live agents are really part of that formula," Luxury Card's Ms. Kissam said. "Advanced technology combined with being able to talk to a live human is a winning combination."