



Have You Checked Your Customer List Lately?

Access My Customer List and other tools in the Synchrony Business Center.

Get a list of all new and existing credit card accounts with activity in the last 24 months and have available credit with My Customer List. These are your customers with an active credit card account in good standing. It's less expensive to maintain a current customer than it is to acquire a new one, so let My Customer List help you target your marketing efforts more effectively!

You work hard to earn your customers. Synchrony offers simple tools to help you keep them coming back!

Use Your Customer List To:

- Sell additional products
- Provide birthday deals and special offers
- Deliver coupons and discounts

Choose incentives and offers that are most attractive to **your** customers!

Here's how to find yours:

- 01 Log in to the [Synchrony Business Center](#) at bc.syf.com and choose "Management Tools" from the top navigation bar
- 02 Click "My Customer List" from the drop-down menu and select your program
- 03 Enter your search criteria for Open-to-Buy amounts, or leave them blank to search for all customers
- 04 Click "Search"
- 05 Select "Download to Excel" to export data into a spreadsheet if desired

Use this list to market to customers who have available credit to spend!

Sample Consumer List Output

First Name	Last Name	Address	City	State	Zip	Birth Date	Date of last purchase	Months since balance active	Phone	Consumer Type	Min OTB	Max OTB
Ima	Consumer	123 Any Street	Anytown	XX	12345-6789	02/27	10/07/20	23	781-334-4333	Revolving	\$0	\$499
Will	Spend	454 Spending Ln	Buyville	XX	98765-4321	12/31	12/9/21	1	781-899-2845	Revolving	\$13,500	\$14,000
John	Doe	555 Money Ln	Somewhere	XX	23456-1985	10/21	7/28/19	0	781-963-0490	Revolving	\$9,500	\$10,000
Justin	Example	9876 1 st Street	Moneytown	XX	34567-8915	11/13	—	N/A	781-837-0208	Revolving	\$15,000	\$15,500

Range of credit available

This customer never used their card

This list will not include customers in California and Vermont due to laws that prevent Synchrony from marketing to cardholders in those states.