## Module

# Instant Issue Advantage<sup>\*\*</sup>: Temporary Debit Cards Instantly Issue Secure, Temporary Debit Cards

# fiserv.

Instant Issue Advantage: Temporary Debit Cards from Fiserv allows your branches to issue temporary Visa® or MasterCard® branded magnetic stripe or EMV<sup>™</sup> debit cards on the spot, without incurring the hardware and software costs of printing cards in-branch. It's one more way to satisfy and retain your cardholders while enhancing the performance of your card portfolio.



Cardholder satisfaction is your top priority—and what better way to delight cardholders than by delivering an instant issue temporary card in your branches. Your cardholders can begin using their new cards immediately while they wait for a permanent card to arrive by mail. A May 2015 study conducted by Mercator reported that instant issue has a positive impact to the base of active cardholders by providing in-person conversation regarding card benefits and eliminating any barriers to activation. A 1–2 percent increase in active users is likely.

Instant Issue Advantage: Temporary Debit Cards allow you to issue a Visa or MasterCard branded debit card to a cardholder until a fully personalized permanent debit card is delivered. Cards are printed with the branch identification number (BIN), primary account number (PAN), expiration date and a generic identifier, for example "Valued Cardholder," for the individual or entity authorized to use the card. You reap the benefits of instant issuance, without the initial and ongoing investment in equipment.

#### A Single, Secure Source for Debit Cards

The temporary debit cards are shipped from a Fiserv central issuance facility to your financial institution to be stored in a secure vault in an inactive state. As needed, branch personnel can pull a card from the vault, enter the account information into your account processing system, activate the card and hand it to the customer.

A permanent card order is placed in the same way your branch orders cards today. Fiserv works with your institution's EFT processor or account processor to address specific issues such as whether a new BIN or BIN extension will be used, the ability to turn off name matching, whether deactivating the temporary card will be manual or automatic, and how long the temporary card remains active.

Temporary Debit Cards are offered two ways:

- Secure bulk cards with a cardholder-selected PIN, using in-branch pinning equipment or IVR (Interactive Voice Recognition)
- 2. Secure bulk cards with corresponding PIN mailers

For the second option, the last six digits of the card's PAN are printed on the outside of the PIN mailer. A branch employee matches the last six digits of the PAN on the card with the six digits of the PAN printed on the outside of the PIN mailer, and hands both to the cardholder.

# Optimal Efficiency From One Solution Provider

Central issuance will continue to be an integral part of payment card production and delivery strategy for most financial institutions. Fiserv is uniquely positioned to support seamless card program management including the instant issuance of cards in your branches, central issuance and reissues. We will consult with you to determine what role instant issuance will play within your card program mix based on your business goals, operating environment, personnel experience, and risk tolerance.

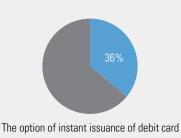
Whether you choose central issuance, instant issuance or a strategic combination of the two, Fiserv can help you determine the approach that maximizes the cardholder experience and delivers a competitive advantage.

47%

Who Wants Their Debit Cards Right Now?

### **Key Benefits of Temporary Debit Cards**

- A cost-effective alternative to the investment in equipment and software
- Improved cardholder satisfaction with the ability to instantly deliver new and replacement temporary debit cards on demand
- Support for the migration to EMV chip cards
- Increased card usage and revenue, especially in the first 30 days
- Solution is easily managed by branch employees
- Single-provider solution for secure temporary and permanent cards



at a branch would influence where I bank

## **Connect With Us**

For more information about Instant Issue Advantage: Temporary Debit Cards, call 800-872-7882, email getsolutions@fiserv.com or visit www.fiserv.com.

Fiserv is driving innovation in Payments, Processing Services, Risk & Compliance, Customer & Channel Management and Insights & Optimization. Our solutions help clients deliver financial services at the speed of life to enhance the way people live and work today. Visit fiserv.com and fiserv.com/speed to learn more.

# Card Issuance

- Instant issuance is gaining adoption among large and small issuers
- Instant issuance has been adopted by 46 percent of top 50 U.S. banks and credit unions

Very Important to be able to get a

debit card at a branch office Source: Consumer Experience Survey, Fiserv, Inc., 2015

- Instant card issuance will become a common branch offering by 2018
- Instant issuance card production will reach 100 million cards in 2018 but still only represents 10 percent of total cards in circulation
- Central card issuance will still be the primary means for consumers to receive their secure payment cards

Source: Aite, Mercator 2014/2015



Fiserv, Inc. 255 Fiserv Drive Brookfield, WI 53045

800-872-7882 262-879-5322 getsolutions@fiserv.com www.fiserv.com

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