

Comprehensive Card Program Management

Fiserv Can Deliver All the Essential Elements of a Successful Card Program

Fiserv offers all the components you need to get your new card program up and running or get your current card program to the next level. We draw on our best-practices with institutions like yours to create just the right combination of products and services to meet your card program objectives.



Dynamic Card Carriers—Standard or Custom

In today's dynamic marketplace, Fiserv can help you educate cardholders and create a prompt response using Card Carriers from Fiserv. You can choose a Standard Card Carrier, pay-as-you-go, ATM, Visa®, Mastercard® or EMV® card-carrier design, Premium Card Carrier, debit, reward or gift card, or create your own custom design for a truly personalized experience. Carrier options include black ink or full-color printing, on one or both sides of the carrier. With Fiserv technology, you can customize messages to your cardholders.

As part of the pay-as-you-go card carrier options, Fiserv offers premium debit or gift card carriers featuring a unique, upscale design without the proofing or advertising agency costs. Both carriers include valuable "how-to" tips to add value to your debit card or gift card cardholders and can be coupled with any of the card designs from The Card Collection™ from Fiserv.

Enhanced Card Carriers—Inkjet Color Printing

Ready to combine your marketing message and the power of color for card fulfillment? Fiserv offers excellent in-line color quality with inkjet printing technology—so now you can reduce your overall marketing expenses while providing eye-catching and impressive delivery in color to your cardholders.

Color can transform card carriers from plain, ordinary documents into powerful marketing platforms. With on-demand color printing and more carrier space, you can add highly personalized marketing messages and other information to mailers to help achieve business goals—including increased card activation and revenue per card. Benefits include:

- In-line color capabilities that enhance the cardholder experience
- 8 ½" x 11" or 8 ½" x 14" sizes for more flexibility
- Speedier time to market with print-on-demand technology starting from white paper
- Greater flexibility by virtually eliminating the need for custom carrier inventory
- Differentiation for your brand with a colorful card carrier that gets read and prompts action

Activation Labels—Standard or Custom

Make activation easy for your cardholders using activation labels. Fiserv offers three activation label options, including:

1. Standard pay-as-you-go labels with preprinted message.
Two message options include:
 - Instruct cardholders to activate at an ATM
 - Instruct cardholders to activate by calling number on carrier

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 to learn more.



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2. Personalized pay-as-you-go labels with your own custom message; printed on-the-fly in black text.
3. Custom activation labels with your custom message.
Available in two sizes:
 - Standard label: 3" x 7/8"
 - Photo card label: 2" x 15/16"

Customer Selected PINs by Phone

Fiserv enables you to promote increased card usage by allowing your cardholders to select a Personal Identification Number (PIN) from any phone. An interactive voice response (IVR) system facilitates your cardholder's selection of a PIN—delivering cardholder convenience with anytime, anywhere IVR access.

Pin Selection

Give cardholders quick and secure methods to activate their cards and personalize their PINs. We offer safe, secure and immediate: The self-service IVR is available around-the-clock and from any phone, giving cardholders the flexibility to activate cards or make PIN changes at their convenience. Or cost-effective: PIN mailers, which significantly reduce the expense associated with administrative overhead, material and postage costs.

Verification Mailers

Mailers are sent a specified number of days following the card/PIN mailing to verify receipt of card. Mailers can also be used to remind customers to activate their card.

Inserts

Fiserv can create mailer inserts or use your existing inserts. Most institutions today use inserts to communicate card program terms and conditions, promote card usage or cross-sell your services. Fiserv offers

solutions to your insert strategy, such as a standard or custom EMV insert, and we can even procure your inserts on your behalf, ensuring compatibility with our equipment.

Card Logs

Provide cardholders with a convenient way to record card transactions for easy reconciliation. Card logs are an ideal companion for debit, gift and health benefit programs where account balance data and tracking are critical. Card logs are available in six colors and include a white paper transaction log. For a more customized look, you can even add your logo or pertinent information on the front cover.

Card Sleeves

Fiserv offers card sleeves to help your cardholders protect their card, ensuring longevity of the magnetic stripe, EMV chip and continued use. Card sleeves can be printed with your financial institution name, branch locations and hours, or other important information. Available in vinyl and Tyvek paper.

Put Marketing Power Into Your Card Program

Fiserv helps you deliver relevant, business-critical communications accurately, on time and cost effectively to your customers. We can help you create the essential experiences that drive customer satisfaction and retention, reduce costs, increase revenue and improve efficiency within your organization.

Connect With Us

For more information about our card program management solutions, call 800-872-7882, email getsolutions@fiserv.com or visit www.fiserv.com.