



How to Develop a Robust Card Program



Introduction

Today's payment card environment pulses with possibility. But with that potential comes a host of complexities and challenges for the cardholder experience, compliance, and security so offering the right mix of solutions is vital.

From payment card industry (PCI) compliance requirements to EMV® certification, and digital provisioning, a single source provider helps manage it all. This ensures the program is built from a solid foundation, leveling up to meet the financial institution's needs - and those of its cardholders.

70% of banks surveyed report creating a more efficient operation is a top objective driving technology strategy¹.



¹<https://www.bankdirector.com/wp-content/uploads/2021-Tech-Report.pdf>

EMV® is a registered trademark in the U.S. and other countries and an unregistered trademark elsewhere. The EMV trademark is owned by EMVCo, LLC.



The Foundation

Whether starting a new card program or expanding from an existing foundation, issuers must make decisions about what their current and expected customer base needs. For starters, it's important to ask:

“What do my customers want?”

Whether they're in-store, in-branch, or online, they need solutions that give them choices.



Selecting the Right Issuance Approach

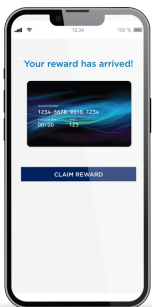


Instant

Instant issuance allows cardholders to have a card in hand before leaving the branch! Plus, it creates **higher activation rates** and provides a channel for cardholders' **same- or next-day spending**.

Gain additional efficiencies from combining instant issuance with SaaS (Software as a Service) solutions!

- a less laborious and more issuer-friendly option
- reduce equipment costs and maintenance requirements
- reducing time to market



Digital

Offering the capability to add payment cards to a digital wallet through push or web provisioning opens the door for a **more strategic targeting** of cardholder audiences while **supporting both immediate and ongoing cardholder needs** for flexibility, convenience, and security.



Central

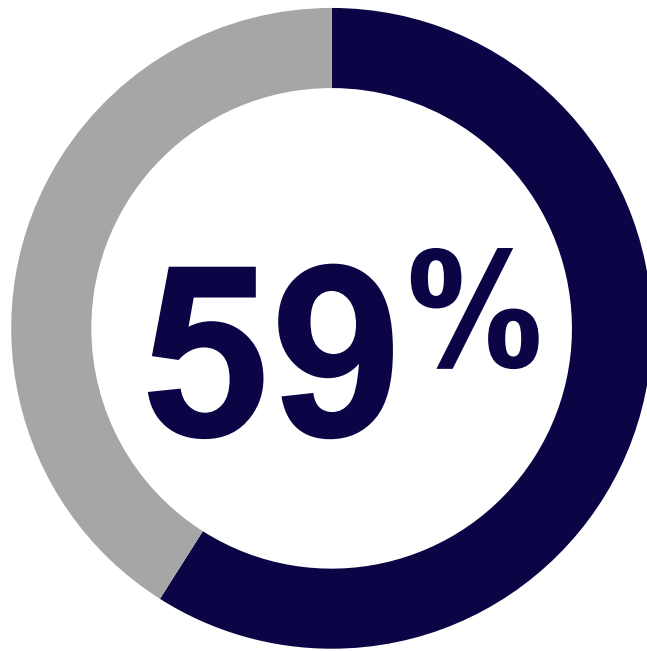
The central issuance model is simply mailing a credit or debit card to the accountholder's mailing address. The best use-case for central issuance is ideally for new account openings, rebranding, technology updates or natural reissuance.

Choose the personalization approach that works for you!

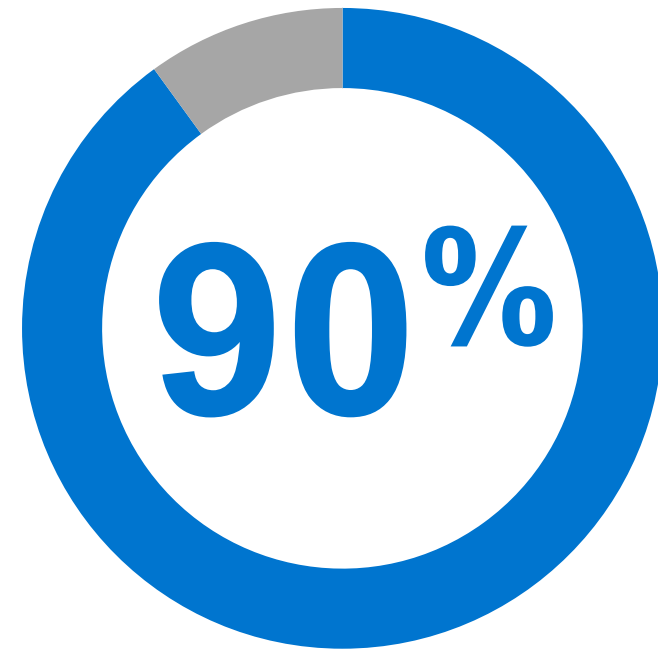
There are two central issuance variations:

- Larger Volume Orders - print branded cards that are stored in a vault for ongoing personalization orders.
- Smaller to Mid Volume Orders - print-on-demand typically uses blank cardstock with full-color, edge-to-edge imagery and personalization printed simultaneously

Consumer research conducted in 2020 found that



and



of consumers trust a company to act with society's best interest in mind

expect companies to clearly state their values, but only half feel this is common practice².

²State of the Connected Customer,™ Salesforce,
<https://www.salesforce.com/resources/research-reports/state-of-the-connected-customer/>

Extending the Brand

Identifying a card program's competitive edge is key to maintaining top-of-wallet status and fulfilling cardholders' expectations.

Physical cards can be a differentiating factor, and in the case of an online-only FI or fintech, the card may become the singular point of offline physical engagement with the cardholder. The physical card may also represent an extension of the issuer's values.

Another way to stand out is with matching carriers, collateral, postcards, or envelopes. Card "unboxing" experiences have grown in popularity, with millions of hits on social platforms. This widespread enthusiasm has resulted in an increased focus on card packaging, shipping, and delivery.



Finding the Right Team



Certainly, card issuance is not a siloed endeavor. Each component builds upon the previous one to create a tailored experience that meets the cardholder's needs. Finding the right solution team is key to a streamlined experience, and card issuers should seek providers that can deliver these specific benefits:

- The ability to reduce operational burdens
- Options that align with internal strategies
- Awareness of the latest industry developments – and the ability to offer relevant solutions
- The right positioning for your programs
- The capacity to implement a program from production to fulfillment



In today's fast-paced, lean environment, having a single source to oversee each and every detail of your portfolio just makes business sense. In selecting that relationship, card issuers should identify a supplier whose culture and values align with their own and who has the expertise to guide the program on its journey from launch to ongoing execution.

Use these 5 questions to evaluate a card solutions provider:

1. Does this provider have deep expertise and knowledge in the card space?
2. What kind of customer service does the provider offer? Will my team have access to full-service support if they need it?
3. Does the provider offer solutions from production through fulfillment? If not, what is my plan for each stage of issuance?
4. Does the provider offer a range of solutions to allow my program to grow and evolve as needed?
5. How will the provider meet unique requests in support of my brand?



Making the right choice up front will go a long way toward streamlining operations, enhancing efficiency, and strengthening interchange revenue opportunities.

About CPI Card Group

CPI Card Group® is a payment technology company providing a comprehensive range of credit, debit, and prepaid card solutions, complementary digital solutions, and Software-as-a-Service (SaaS) instant issuance. With a focus on building personal relationships and earning trust, we help our customers navigate the constantly evolving world of payments, while delivering innovative solutions that spark connections and support their brands. We serve clients across industry, size, and scale through our team of experienced, dedicated employees and our network of high-security production and card services facilities—located in the United States. CPI is committed to exceeding our customers' expectations, transforming our industry, and enhancing the way people pay every day. Learn more at www.cpicardgroup.com.



www.cpicardgroup.com
1-800-446-5036

