IDEMIA

IDEMIA PayCheck October: Blending the physical card and the smartphone

Insights into recent developments in the payment eco-systems, and examples how card issuers can leverage these trends
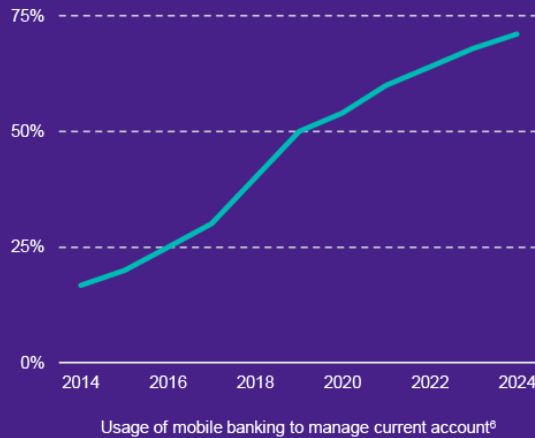
PAYMENT

POSTED ON 10.07.20

IDEMIA
PAYCHECK

NEW
CUSTOMER
JOURNEYS

We are currently witnessing how the smartphone and the physical payment card blend into an integrated consumer journey. An illustrative case is the Apple Card and the Wallet app[1]. The user applies for the card via the app[1]. Once approved, the user can then enjoy very user friendly notifications (for example showing where card transactions were done on a map[1]), the card balance is presented in an intuitive way[2] and can be paid from a web interface[3], reporting suspicious transactions[1] or (temporarily) locking and unlocking the card can be done with a few taps in the app[4].
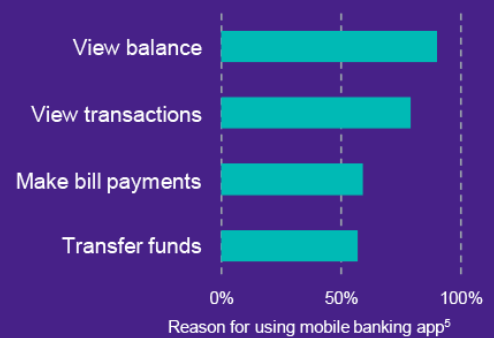
BLENDING THE PHYSICAL CARD AND THE SMARTPHONE

16%
Annual growth rate in **mobile banking** users 2014 - 2024[6]

Usage of mobile banking to manage current account[6]

79%
4 customers out of 5 use their **mobile banking app** to view **card transactions**[5]

View balance
View transactions
Make bill payments
Transfer funds

Reason for using mobile banking app[5]

Sources: [1] https://www.apple.com/apple-card/features/, [2] https://support.apple.com/en-us/HT209226 [3] https://support.apple.com/fr-fr/guide/apple-card-web-servicing/devf5e41667f/web [4] https://support.apple.com/en-us/HT209434, [5] US customers, Statista, [6] UK customer, CACI

⟨|⟩ IDEMIA

Enables banks to create a seamless and convenient consumer journey, blending the trusted and ubiquitous physical card with the interactivity of the smartphone

> FIND OUT MORE

IDEMIA CARD CONNECT
The card is activated by just opening the mobile banking app and tapping the card to the smartphone

SMART PIN
The card's 4-digit PIN sent to the consumer's smartphone via SMS or within the mobile banking app