# Personalization services

## Make your payment card stand out



n today's ever more paperless world, cards are the only physical link left between banks and their customers and so are crucial. IDEMIA has developed a range of personalization services so payment cards stand out and give cardholders a unique experience.

## Bank cards in today's digital world

The financial services market has undergone massive change in recent years. While digital has ushered in paperless banking, it has also transformed physical aspects of our lives. Banks and FinTech firms now rely more than ever on cards to market their brand and give their customers a host of benefits from unboxing to daily use.

## IDEMIA 's personalization services

In keeping with its world class customer service, IDEMIA offers card issuers an array of standard and bespoke services for adding cardholder benefits.

#### #1 Standard card issuing services

Order receipt, data processing, card and carrier personalization, packing and dispatch

#### **#2** Bespoke card issuing services

High-end packaging design, production, fulfillment and color carrier printing services

#### **#3 Digital services for end-users**

E-notification and card tracking, digital PIN, picture card solution and digital insert

### **Benefits**



#### Improve the end-user experience

By giving issuers a range of options to tailor their cards to end-user needs.



#### Get cards to end-users quickly

By giving issuers access to our widespread service center network and to our instant issuance services.

## Why IDEMIA?

IDEMIA has been personalizing banking products for more than 30 years and the biggest financial institutions, online banks and FinTech firms place their trust in us.

We have drawn on our unique experience in the financial

services market to build a network of 30 service centers and 25 partners around the world, allowing us to work closely with our customers and endusers and providing them with bespoke personalization services.

DEMIA



#### **Deliver innovative products**

By providing issuers new products and advanced services to lead the market and enhance the consumer experience.

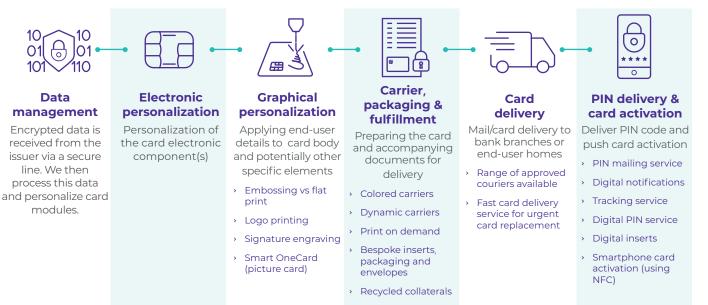
## Tap into our card personalization offering to deliver the ultimate customer experience

We strive to offer an enhanced end-user experience and ensure cards remain top of wallet, drawing on our wide range of graphical personalization options and add-on services.

From traditional embossing techniques to latest flat print technology, including DOD (Drop-On-Demand), laser and thermal printing, there is a world of opportunities to create new and innovative card designs – vertical designs, personalized card backs, picture cards and so on. All designs can be applied to fully personalized card materials, as well as bespoke packaging and digital services.



## The personalization journey & add-on options



## Compass: Program Management at issuer fingertips

IDEMIA provides a unique web-portal, Compass, allowing issuers to define and control what IDEMIA is doing for them in a few clicks. Compass has regular new services and functionality updates.

#### Manage physical issuance:

- > Place card order
- Track any single card in the personalization process
- Order card extraction
- Generate bespoke reports
- Manage inventories

#### Manage digital issuance:

- Configure services
- Track notification or PIN status
- Upload, update, delete digital inserts and manage communication channels

To continue your personalization experience, join our virtual service center tour.





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