

# Dexxis Instant Issuance

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## FINANCIAL SERVICES & RETAIL > SOLUTION

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**gemalto**<sup>★</sup>  
security to be free

# Gemalto Dexxis Instant Issuance

IIIIII A Solution to capture new card holders with instant issuance at the branch or in retail stores

## The Challenge to capture new customers

There is a fierce competition between financial institutions to attract new customers to use payments cards services. Customers visits at the branch or on-the-spot consumers desires in retail stores are the best times to capture new cards users by delivering a secure payment card, instantaneously.

A solution to issue personalized cards at the branch or in store with partner retailers is not only a way to fasten card issuance, it is also a way to reduce the risks to see the consumer changing her/his mind and failing to activate the card upon arrival in the mail.

Gemalto Dexxis Instant Issuance solution enables **a new Value Proposition for the consumer: "We get you your card right away and you can start to use it immediately"**. The customer gets an immediate positive experience with her/his new card. That creates an immediate strong relationship with the client and an incentive to use that payment card from now on.

## ■ Closer to your customers

The motivation for a consumer to get a new card is stronger when driven by an instant benefit:

**Dexxis Instant Issuance solution works with all major desktop personalization devices (Datacard, CIM, Matica, NBS, EVOLIS...) giving freedom of choice to issuers. Awarded Excellence in Payments Innovation Awards by EPCA/ECR and successfully implemented in several countries.**

- An immediate benefit in a retail store (promotions, coupons, sales, etc...)
- A personalized treatment and consideration from the bank
- A no-hassle service at the branch (no processing time and mailing process)

Gemalto Dexxis Instant Issuance can eliminate 2 risks:

- During the waiting process, the customer may decide to not activate the card upon arrival because the initial motivation is no longer present
- The first impulsive motivation due to a special bargain in retail is no longer present when the card is received

Last but not least, Dexxis Instant issuance enables issuers to **control and optimize card issuance process** with hand-to-hand delivery of the card locally. New distribution models emerge with local instant issuance such as:

- urgent cards delivery, lost or stolen cards that can be easily replaced at the branch
- cards delivery for your VIP customers.

## ■ Re-inventing the branch

Customers' visits at the branch are great opportunities to personalize the care and the Attention given to each individual of them. Gemalto Dexxis Instant Issuance, by enabling instant payment card issuance, is one of the elements **to make the branch experience cozier, more convenient and most of all more personalized for each individual.**

Gemalto is helping banks to make the card a very intimate, very personal device for consumers and become the top-of-the-wallet card.

## ■ What is the Dexxis Instant Issuance solution made of?

Gemalto delivers a complete end-to-end solution to issue EMV cards in the field. That includes both the software, the tools (printers), the training and the professional services to deploy the solution in your environment and with your retail partners.

## ■ Be number #1 in customer - instant - CARE

Gemalto Dexxis Instant Issuance is an innovative solution to make payment card as easy and enjoyable as shopping and traveling, without jeopardizing the security and the trust that make payment cards successful.

Most of all, it will demonstrate that your brand is ready to do anything to satisfy your customers' needs while maintaining the highest standards of security and services.

