Allynis eServices
Card issuance in the era of digital channels

Allynis eServices allows issuers to offer their cardholders a modern, digital and interactive issuance experience, using their favorite digital channels: SMS, mobile app or online.
When was the last time you used a paper plane ticket? It was probably in the last century... And don’t you feel more comfortable tracking the online delivery status of the goods you’ve purchased through your preferred e-commerce website?

As mobile phones and the Internet have become a firm part of our daily lives, expectations have changed dramatically: consumers need immediate and accurate information.

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**Card delivery instant notification**
A real-time personalization tracking system means Gemalto can monitor when each and every card is mailed. The information is sent to the cardholder immediately, via SMS.

eServices is connected to every single telecoms operator in the world, so each and every cardholder can be reached. When Gemalto handles card personalization, the SMS is sent simultaneously with shipment, and not before or after.

**PIN code delivery/reminders via electronic channels**
With more than one billion mobile phones sold worldwide, it’s much more efficient and convenient to deliver cardholders’ PINs by SMS or bank app, rather than sending a paper PIN mailer. Gemalto can help you to integrate your e-Banking site with PIN delivery by web to deliver a better user experience that’s totally secure.

The same channels provide a valuable PIN reminder service: with consumers now holding two, three or more payment cards, it is vital to be able to issue them with a PIN code reminder anytime they request one.

e-Banking and PIN code
Today, more than 30% of cardholders regularly use online banking services. So how do they react when a paper PIN mailer arrives through the post? More than likely, they’re thinking: “Why isn’t this available online?”

Delivering a PIN code securely via an e-Banking website is a great service for online cardholders, but why not simply let them choose their own PIN securely before they receive their new card? Issuers can now offer their cardholders this valuable and attractive new facility, thanks to eServices.

**Better service for cardholders, cost savings for issuers**
Taking advantage of the internet is a win-win opportunity: cardholders enjoy instant access to information, while the issuer saves on postage costs. Those savings become even more significant, when taking customer hotline costs into account - for managing customer requests for paper PIN reminders, for example.

Last but not least, eServices is eco-friendly. No more paper, no more transport CO2 footprint, just an SMS, a bank application or a website page.