Innovative payment solutions for the youth market

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Services tailored for students’ needs

The Santander Universities Program is committed to supporting international education institutions in the promotion of research and technology. To date, over 800 such institutions have received the support of Santander Universities and developed a specific services portfolio. In addition to cardholder services, the program also involves a technology transfer, innovation exchanges and inter-university cooperation programs in the field of smart card technology.

Beyond payment, the card provides services that aim to make life on a University Campus easier and more efficient.

University Vision: a Digital Campus

The Smart University Card (“Tarjeta Universitaria Inteligente” - TUI) is the means of payment developed by Banco Santander in conjunction with universities and Gemalto, exclusively for students and personnel. The card also serves as official identification on the campus, allowing access to a range of services such as physical and logical access, ePurse, and library loans, among others.

The card packaging, which provides all information about the TUI, also contains practical information to contact service providers such as the campus branch of Banco Santander. The design was chosen as the result of a competition between university students.

"Having the support of Gemalto to supply the packaging and ensure the secure integration in the TUI customization and insertion process gives us the confidence that our cards reach the highest standards of quality and service characteristic of Group Santander," said Javier Avila Hesles, Program Leader at Banco Santander, Mexico.

Special packaging for an important document

The packaging of the card is a key element in the complete card discovery process. Not only does it provide information required by cardholders on how to get the most out of the card, but it explains the different communication channels for both the Santander Universities program and the bank.

To date, the program has been highly satisfactory for the delivery and use of the cards, which have generated greater use of ICTs (Information and Communication Technologies) by students, such as email, intranet and chat, making the most of the possibilities offered by the card.

Involved in the Santander Universities Program are some of the most prestigious education institutions in the country, such as: Autonomous University of Sinaloa, Autonomous University of Yucatan, La Salle and Monterrey Tech University, to name just a few.

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