DEXXIS INSTANT ISSUANCE
Easy and secure on-the-spot card issuance

Getting customers up and running quickly with a new payment card is essential in a world in which everyone wants everything NOW.
Instant issuance means that the banking card is personalized, issued and activated on the spot. It is the ideal answer for the ever-changing, customer-oriented digital world, enabling financial institutions to get new cards up and running fast.

**Good news for your customers**

Customers need quality, security, trust and customization and they don’t want to wait for it. Either using a self-service kiosk or with assistance from a clerk, they can open new accounts that meet their needs at time that suits them. Their card is issued instantly and they can make purchases straight away. Compare this with traditional issuance, where a customer can use their new card for the first time only many days after they receive it in the post.

Existing customers who have lost their payment card no longer have to have the hassle of being without it. Thanks to instant issuance, you can ensure that they can get on with their daily life. They can request a replacement card and get it straight away.

**Additional revenue and cost savings**

By giving your card top-of-the wallet status, you’ll be able to enjoy higher revenues. Using an instant issuance solution means you will increase customer acquisition, improve card activation rates and also boost usage per card, both in the short and the long term. In fact, you can expect to see a 14% increase in activation rates, with revenue per instant issuance customer 10% higher than traditional methods.

You could also benefit from significant cost savings. Not only is the solution cheaper than traditional methods, but it also removes the extra expense associated with card carrier logistics and separate PIN mailer shipping, which can make up as much as 70% of the issuance cost. And, because you don’t have to rely on postal and courier services, you can be confident that you won’t lose revenue as a result of undelivered or stolen mail.

**Dexxis Instant Issuance**

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To achieve this, you’ll need a state-of-the-art EMV instant issuance solution combining ease of use with a high level of security.
Differentiate your brand

Thanks to its flexibility, no effort is needed to really differentiate yourself from your competitors. Additional Gemalto products enable you to provide customer-oriented and personalized services. For example, you can manage your own card stock with Vendor Managed Inventory (VMI) or let customers get creative with AllAboutMe, which enables them to design their own card. Make customers’ lives easier by allowing them to choose their own personal PIN reminder. In addition, they can always request a PIN by SMS or app, which brings mobile convenience and all the benefits of a paperless solution.

All of these features, on the spot. And there’s even more. Your customers demand access to services and products anytime and everywhere. What about enabling instant issuance in your branded kiosks or in an area that’s regularly visited but highly secure? What about always being where your customer is? Start to picture travelers getting their payment cards at the airport and students at their university.

A unique business approach

Gemalto’s approach to managing the instant issuance service is flexible to meet your needs and the needs of your customers. As it is a comprehensive solution, it is easy to expand from mainstream issuance to instant issuance.

Gemalto can deliver instant issuance in a way that best fits your vision of your customer approach. Software and hardware can be delivered with or without a self-service kiosk, together with onsite installation and services.

Alternatively, Dexxis Instant Issuance can be provided as SaaS through Gemalto’s secure data centre, with attractive pay-per-use pricing.

Security and convenience

- Latest Visa and MasterCard security requirements,
- PCI-DSS-compliant,
- End-to-end data encryption during the entire card issuance process.

Feature rich

- Card inventory feature to simplify operations at the branch,
- Production status of the card in real time,
- Continual report about the network’s production activity.

Scalable and flexible

- Card and machine manufacturer agnostic
- Available in two modes (On Premises and Cloud)

This scalable solution builds on Gemalto’s expertise of running numerous EMV instant issuance projects worldwide, so you can be confident that you are dealing with a supplier that can flex to meet your needs, however big or small. We’ve already succeeded in supplying a 4,000-strong branch network producing more than 3 million EMV cards a year.

The scalable architecture of Dexxis Instant Issuance matches needs and budgets from small- to large-scale deployment. It offers built-in support for a wide range of equipment from key vendors such as Matica, Evolis, HID, Magtek, Zebra, CIM and DataCard. It’s simple to integrate with back-office systems and tailored to the needs of each card issuer.

DEXXIS INSTANT ISSUANCE IN A NUTSHELL

- On-the-spot issuance of cards
- Increase activation rates
- Direct activation and usage of cards
- Convenient and quick replacement of lost or stolen cards
- Different customer interaction methods: assistance from a clerk, self-service kiosk in-branch or a stand-alone kiosk in a secure area
- Use your branch as competitive advantage
- A rich set of easy-to-use features
- DSS, PCI Card Production (Mastercard, Visa, AMEX) compliant
- Available in two modes (On Premises and Cloud)
- Card and machine manufacturer agnostic