Aiming to create the contactless habit

More than 23% of Ukraine’s population use PrivatBank’s services, so anything it does naturally touches a large number of people in the country. It has prioritised developing hi-tech services, including plastic card products and mobile-based payments. It is the acknowledged payment cards leader in Ukraine, having issued more than 18.6 million –36% of the national total. PrivatBank has a 6,935-strong network of ATMs and its cards are accepted by more than 53,000 retailers nationwide.

Ukraine’s PrivatBank is at the cutting edge of technology when it comes to payment cards. Its use of contactless stickers highlights how a financial services firm can quickly and easily get contactless into the hands of hundreds of thousands of consumers.

PrivatBank

Like many banks and financial services firms throughout the world, PrivatBank has its sights set on the next stage of high-tech cards and payments deployment. It’s already working on ways of encouraging more consumers to make mobile and contactless transactions their preferred method of payment.

Ensuring your customers have new and innovative ways of paying for goods and services means partnering with experts in the field. That’s why the bank named Gemalto as its number one choice to supply an interim contactless technology that would help create the contactless habit throughout Ukraine.

Thanks to Gemalto’s involvement, PrivatBank is deploying S1R1 payment stickers to retailers countrywide which will then distribute them to customers.

Staying at the top

As the leading player in the Ukrainian payments market, PrivatBank is keen to maintain this position. To do this it needs to keep innovating and coming up with offerings which will excite new generations of customers. It wants to make payments more convenient for all its customers, so it has made the decision to embrace mobile and contactless technologies. It wanted a solution that would encourage more people to make payments via contactless – and eventually via a cell phone. It realised that Gemalto’s S1R1 payment stickers were a necessity if it was going to quickly and cost effectively create the contactless habit.
Solution

PrivatBank opted to deploy hundreds of thousands of contactless stickers to its customers through agencies as well as via retailers, ensuring the technology was accessible to all. It chose Gemalto’s Optelio S1R1 contactless sticker, a solid interim contactless solution that can be used with a credit or prepaid card, or even a cell phone.

These stickers give banks like PrivatBank the opportunity to ensure all its customers have confidence in this new method of payment and encourages them to make the switch to mobile and contactless payments. As a bank that had confirmed its intention to prioritise high-tech services, contactless stickers were the logical next step for PrivatBank.

By rolling out the technology it became the first bank in Ukraine to enable contactless payments. And because contactless stickers are convenient and user friendly, it ensured that it was able to roll out the innovation simply and easily. More importantly, it also took the essential first steps to ensuring that consumers became accustomed to a completely new way of paying.

By the end of 2011, PrivatBank had installed more than 2,000 contactless terminals and issued more than 300,000 contactless stickers in retail stores throughout the country’s capital city, Kiev. Since then, it has further ramped up the rollout and it’s now deploying the technology throughout the country.

Optelio S1R1 stickers

The Optelio stickers are MasterCard certified and complement a full set of Gemalto services already available for mobile payment. They are microprocessor-based secure personal devices that add contactless functionality to handsets that don’t have these features built in. By simply attaching the Optelio contactless sticker to their cell or bank card, PrivatBank customers can make low-value contactless payments. They need to enter a PIN for higher value transactions. They can already make payments at retailers across Kiev and soon contactless will be available countrywide.

With its small footprint and the highest communication performance with the terminal, Gemalto’s Optelio contactless sticker has been designed to work on any cell handset model. Gemalto is also providing PrivatBank with sticker personalization, packaging and delivery to the end user as part of its comprehensive service.

Company Information:

- **Headquarters:** Ukraine
- **Founded:** 1992
- **Employees:** 30,000 +
- **Chairman:** Dubilet Alexander
- **Profit for the financial year 2008:** UAH1.291 billion
- **Description:** PrivatBank leads Ukraine’s national banking ratings. It currently serves 420,000 corporate clients and small businesses, and handles more than 13 million individual accounts.

Customer Need:

PrivatBank wanted a system that would help it to maintain its position as a leader in payment cards and encourage its customers to embrace contactless technology.

Solution:

Optelio S1R1 stickers

Outcome:

Gemalto’s S1R1 payment stickers are encouraging more people to make payments via contactless. By the end of 2011, PrivatBank had installed more than 2,000 contactless terminals and issued in excess of 300,000 contactless stickers.