

Fortis Bank: The Allynis CardLikeMe Solution

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In 2007, Fortis Bank was the largest financial institution in Belgium, ranking 20th in Fortune's Global 500, with annual revenues of approximately (US) \$121 billion. The Belgian-Dutch bank was present in five countries, Poland, the Netherlands, France, Luxemburg and Turkey.

Fortis Bank had also just launched a comprehensive global marketing and advertising campaign which included a new logo, a corporate tag line for the group, and a brand makeover in order to strengthen and elevate its public image.

Business Challenge

Facing market pressure from fast moving competitors, a slow erosion of its youth market share and an increasing demand from its clients for card customization, Fortis Bank was seeking to:

- Secure the loyalty of its customers
- Diversify its revenue stream
- Be innovative in a highly competitive market

Solution

Gemalto's Allynis CardLikeMe Solution is a global end to end service for the creation of fully personalized banking cards. Bank customers can upload a picture over the internet and are immediately able to customize their bank cards with an easy-to-use web-interface.

Responding to a significant customer desire to personalize their bank cards with their chosen photos, the Gemalto Allynis CardLikeMe Solution allows banks to make customization a reality in the realm of financial services. Hence, customers can possess a unique bank card reflecting their unique personal tastes. The emotional



“We are very happy with the results of the Gemalto Allynis CardLikeMe Solution. Thanks to our Photocard offer we have increased our client retention and repositioned ourselves in the youth market.”

**Willy de Geyndt
Product Marketing Manager
and Cards Management,
Fortis Retail Banking, Belgium**

attachment formed with a uniquely personalized card leads customers to prefer the card over others, thereby distinguishing the personalized bank card from more austere and utilitarian choices.

Banks can easily and quickly integrate the Gemalto Allynis CardLikeMe solution into their offer because they can either choose to be accompanied by Gemalto throughout the entire photo personalization process from web to checking and printing services, or choose a modular track.

The Integration of Allynis CardLikeMe into Fortis Bank's Offer

Gemalto accompanied Fortis Bank by initiating on site workshops with the Fortis management team and staff from various departments, such as IT department, to prepare them for the integration of the solution.

Fortis Bank chose a modular track and worked with Gemalto primarily for Allynis CardLikeMe web services. Gemalto successfully met Fortis' needs by providing local support that could meet the bank's quick deadlines and language specificity for the photo checking services.

Recognizing Fortis' aim of achieving a quick roll out of the Allynis Card LikeMe solution, Gemalto's experienced project management team achieved a quick launch of the solution enabling the bank to offer the value added photo service to its customers by September 2007.

Fortis Bank branded its photo personalization service, Fortis Photocard, and made it available to anyone possessing a current account at the bank or to anyone who opened an account and applied for a card at a Fortis branch.

“We liked Gemalto's offer and its local support for us here in Belgium. We chose to work with Gemalto because it was highly flexible and it adapted its offer to meet our specific needs.”

||||| Allynis CardLikeMe Web Service

Gemalto provides various services such as photo customization, reporting to the bank, enrollment of and verification of cardholders and gallery management. Banks can also gain viral marketing opportunities through various channels, such as SMS campaigns and photo contests.

||||| Allynis CardLikeMe Checking Service

Gemalto ensures that all bank card restrictions and regulations are respected through fast and effective photo checking processes.

||||| Allynis CardLikeMe Printing Service

Gemalto, a pioneer in the printing process, produces high quality personalized photo cards irrespective of volume size.



One out of every four Fortis debit cards was customized. The bank received numerous letters from clients expressing their Satisfaction.

In addition, the bank offered the Photocard service free of charge up to January 2008, after which, customers would pay € 8.50 in order to apply for a card with a new photo. Fortis also targeted the youth market by offering one free personalization per year.

The bank differentiated itself from its competitors by highlighting its diverse photo gallery offer which also featured popular sports teams that the company sponsored such as, the local Anderlecht soccer team, national events such as the Couleur Café Festival, and popular Belgian artists such as Urbanus and Panamarenko. It also communicated extensively to specific clients segments about its Photocard offer through its internal magazines and advertised, to a lesser extent, in external magazines such as Flair magazine in order to access the magazine's sizeable female audience and Move On magazine for the adult market.

In addition to setting up a web page to preemptively answer client questions, Fortis Bank used its bank branches as a marketing medium. Counters were decorated with large size cut outs of photo personalized cards and the staff was ready to answer any customer questions about the Photocard service.

Gemalto's Card LikeMe Solution has enabled Fortis Bank to strengthen its customer relationship

■ Results

01 > CUSTOMER LOYALTY

Fortis Bank increased its client retention, improved its customer satisfaction and halted the erosion of its youth market. One out of every four Fortis debit card renewals was customized, with family photos being the top choice. The Fortis Photocard gallery options accounted for approximately 20% of all photos used.

In addition, Fortis Bank was able to create an emotional bond with the clients. The bank received numerous letters and verbal feedback from its clients expressing their satisfaction with the Photocard offer.

The Fortis Photocard offer was also extended to Fintro Bank, with Fintro using its own gallery, in order to increase the loyalty and satisfaction of its customers.

The Fortis Photocard gallery options accounted for approximately 20% of all photos used

02 > REVENUE DIVERSIFICATION

The bank is currently on track to achieving 10% of all cards issued being photo personalized.

Moreover, since Fortis Bank has significant demand for photo cards coming from small businesses, it is currently assessing the business opportunities to be gained from targeting this market segment with special offers.

03 > INNOVATION

Fortis Bank was able to effectively respond to market trends and meets its client needs with its Photocard offer. It not only elevated its public image, but also appealed to the elusive youth market through targeted gallery offerings.

■ A stronger Client Relationship

The Gemalto Allynis CardLikeMe solution has enabled Fortis Bank to better understand its customers because they have the unique opportunity to reveal themselves alongside the Fortis brand.

Through a consistently quality offer, Fortis Bank has always enjoyed a relationship of security with its customers, now with Gemalto's Allynis CardLikeMe solution, the bank has successfully strengthened its relationship with its clients.

² The Couleur Café Festival is organized yearly in Belgium and features renowned singers and live world music.

³ Fortis's assurfinance network in Belgium.

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