Your customer base is becoming increasingly international – jetting off for city breaks or vacations and extended holidays around the world and heading overseas for conferences, meetings and other business events.

For their convenience your customers need to be able to rely on their bank card. But what happens when they can’t use it because it has been lost, stolen or damaged? The answer is in their bank’s approach to card replacement. Can you quickly and easily help them to continue their trip? Or do you leave them stranded? Frequent travelers – more than any other customer segment – depend on their cards every day to pay hotel and restaurant bills, to buy cell credits and to access tourist attractions. Speed is everything for them and they need a replacement card fast, wherever they are in the world.

Otherwise the result is often frustrating for your customers, who end up spending half their trip on the phone trying to track down the replacement card only to find that it doesn’t turn up until after they’ve left their overseas destination.

Gemalto Fast Card
Speedy bank card replacement services for frequent travelers, wherever they are in the world
The Gemalto solution
As an international business that knows savvy travelers don’t want this kind of third-rate treatment, Gemalto has created an offering designed to attract new customers and ensure cardholder retention. It means that banks and other financial services firms can meet their customers’ needs anywhere in the world. It also enables them to protect their brand image, reinforcing their profile as caring and dedicated to getting things right for their customers—fast. The system, which addresses the requirements of the fast-expanding frequent traveler segment, is user friendly and based on a single web interface to operate and monitor the service at multiple sites.

And it’s not just our clients who benefit from the service. Your customers get to enjoy peace of mind while traveling, thanks to same- or next-day replacement card delivery in most regions. Furthermore, because we know frequent travelers’ plans are often fluid, our system is so flexible that cards can be sent to alternative addresses if there is a last-minute change of plans. The cardholder experience is further enhanced by VIP and advanced services, such as PIN and new card delivery status notification by SMS.

The facts
Gemalto offers a seamless and automatic process for truly worldwide express delivery. We are the only company that provides a unique center that processes and routes data to any of our personalization centers and bank customer offices, worldwide.

Gemalto’s data center is at the heart of our offering. Connected to each of our personalization sites as well as bank offices worldwide if they subscribe to our SaaS service, it routes requests to them using our Gemalto Connect solution. Our global personalization sites can personalize cards within a few hours, while cards can be issued instantly at bank branches using our Gemalto technology. And because all sites share the same equipment and the same personalization infrastructure, financial services firms can be confident of the same consistent service level agreements, regardless of site locations.

A single web interface based on our Gemalto Web Services solution has been created to track each card in each personalization site in real time. The system has the capacity to handle late changes, such as pulling a card if a traveler changes address at the last minute, in real time, for any personalization site. Gemalto also offers similar features at bank branch level.

This end-to-end service using a single interface means you don’t have to deal with and coordinate multiple suppliers. And it all adds up to a no-hassle card-replacement service for your customers.

You can also be sure that this solution will keep pace with your needs because in addition to our current global footprint, we open at least three new personalization sites each year, enabling us to continue evolving our coverage of the world’s top travel spots. And by deploying Gemalto technology at your branch network, you can get closer to your customers.

Savings
This service is not just about convenience and customer satisfaction—it’s also about your bottom line. You can achieve substantial savings by using it to reissue cards. Thanks to Gemalto’s approach, you stand to reduce your shipment costs through the use of local personalization centers and couriers to deliver replacement cards to your customers as quickly as possible.

Gemalto sample card frees designers from the need to ‘play safe’, and that means more creative designs for users to enjoy.