

# Why Instant Issuance?

## Instant Issuance is a Win-Win for Financial Institutions and Cardholders

Today's cardholders have a wide range of choice in payments.



To stand out as the preferred payment method, financial institutions must compete on **speed** and **convenience**.



One way to do this is by offering **instant card issuance in branch**.

### Cardholder Benefits

→ Immediate access to their debit and credit accounts



### Financial Institution Benefits

→ Quicker activation, higher purchase volume and incremental interchange revenue per active card

## Cardholders Get Quick, Convenient Card Access

In-branch instant issuance delivers a card

**the same day vs. 7 to 10 business days**



vs.

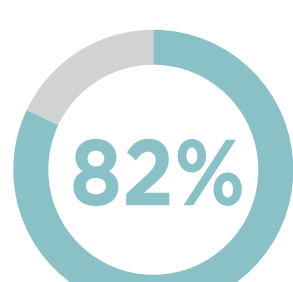


through the mail.

# 15-25%

of cardholders will opt to get their replacement card in the branch, if given the choice<sup>1</sup>.

## Resulting in Higher Initial Activation and Usage Rates...



of instantly issued credit and debit cards are activated, compared with just **50%** for mailed cards<sup>2</sup>.



Instantly-issued debit cards see higher initial activation rates of **4-10%**<sup>2</sup>.



Cardholders use their debit or credit card **10 days sooner** with instant issuance versus mailed cards<sup>2</sup>.

## Within the first 30 days after instant issuance, financial institutions may see:

A **32%** increase in debit card usage<sup>2</sup>

An **increase** in **purchase volume** of credit and debit cards.<sup>2</sup>



A **\$2 to \$5** in incremental interchange revenue per active debit card<sup>3</sup> versus those sent by mail.

## Promoting Long-term Usage

### With instant issuance:

Average monthly debit purchase transactions

**increase by 21%**<sup>4</sup>



Average monthly purchase volume

**\$195 higher** per active debit card<sup>4</sup>

## Instant Issuance Provides Financial Institutions and Cardholders With Real, Tangible Results



**Gives Cardholders Immediate Access to their Funds:** Cardholders can access their money and make purchases immediately, without waiting to receive their card in the mail.



**Promotes Long-term, Loyal Relationships:** According to Aite Group research<sup>2</sup>, instant issuance provides true competitive differentiation and may keep your card top of wallet.

Instant issuance accommodates

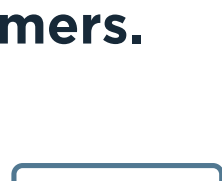
**different technology to support the varying needs of financial institutions and their customers.**



EMV<sup>®</sup>



dual interface



magnetic stripe

EMV<sup>®</sup> is a registered trademark in the U.S. and other countries and an unregistered trademark elsewhere. The EMV trademark is owned by EMVCo, LLC.

For more information on instant issuance, contact **CPI Card Group<sup>®</sup>**. CPI<sup>®</sup> offers **Card@Once<sup>®</sup>**, the leading SaaS instant issuance solution on the market with nearly

**11,000** printers in market

across

**1,600** financial institutions



<sup>1</sup> Sarah Grotta, Instant Issue Debit Cards: A Second Look, Mercator Advisory Group, May 2015.

<sup>2</sup> Tiffani Montez, Instant Issuance: U.S. Current State Assessment, Aite Group LLC, June 2017.

<sup>3</sup> Range represents incremental debit interchange for non-exempt to exempt banks, assuming ten incremental transactions in the first 30 days after instant issuance multiplied by the debit transaction interchange rates as quoted by the federal government at [www.federalreserve.gov/paymentsystems/regii-average-interchange-fee.htm](http://www.federalreserve.gov/paymentsystems/regii-average-interchange-fee.htm) (The Fed - Average Debit Card Interchange Fee by Payment Card Network, July 2019)

<sup>4</sup> Madeline K. Aufseeser, Instant Gratification: The Case for Instant Card Issuance in the United States, Aite Group LLC, October 2014.