

# Digital Issuance

Send an Electronic Version of a Preactivated Debit or Credit Card to Cardholders While They Await Delivery of a Physical Card

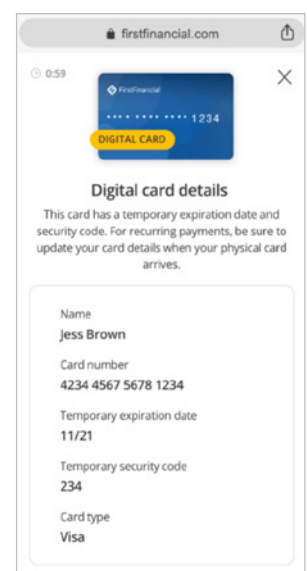
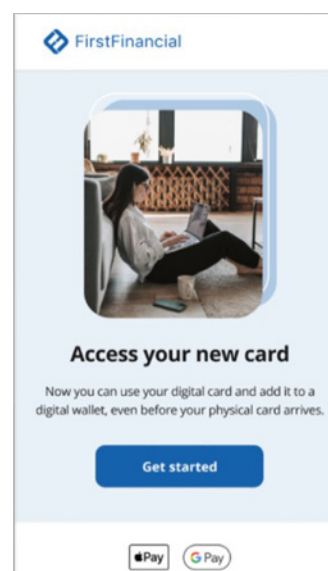
Digital Issuance provides an electronic version of a preactivated card, seamlessly delivered to the cardholder through integration with CardHub®, for immediate use in digital wallets and online shopping prior to receipt of the physical card.

With Digital Issuance from Fiserv, cardholders can easily view their card and immediately add it to their digital wallet, promoting card loyalty. Even if your cardholders are not yet digitally engaged with your financial institution, they can securely receive a link to their new card using an SMS.

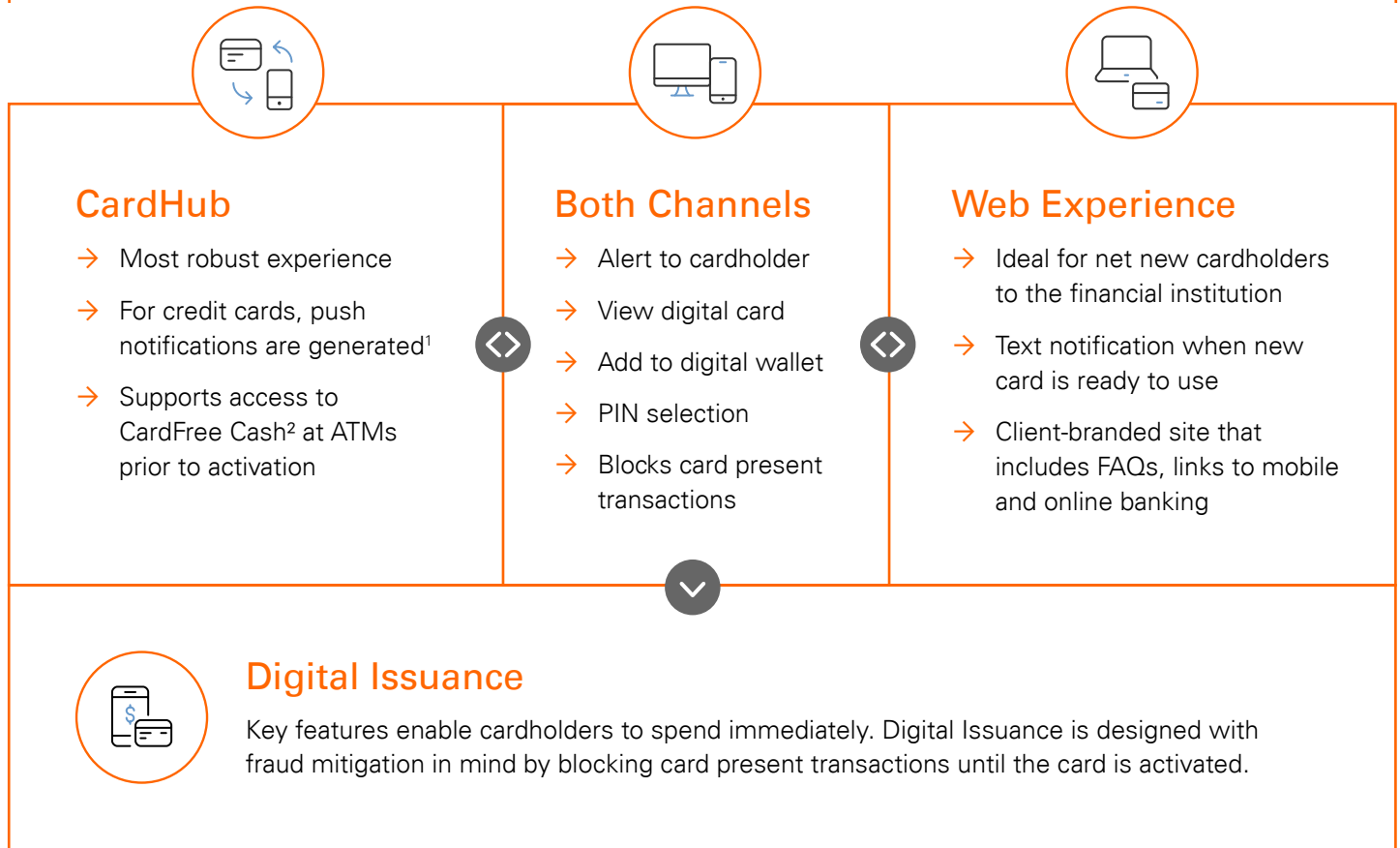
Meet your cardholders' immediate new card needs, enhance their digital experience and improve their satisfaction.

Digital Issuance enables you to exceed cardholder expectations by providing a convenient solution that reduces the wait time inherent in plastic card production and saves the cost of any rush shipping charges. That helps create a strategic advantage for your business.

With Digital Issuance, cardholders can start using their cards immediately – resulting in earlier transactions not possible before. And when they use your card right away, your brand can elevate to top of mind for spend, even after the plastic card arrives.



## Digital Issuance Key Features



<sup>1</sup>CardHub roadmap item for debit cards. <sup>2</sup>When CardFree Cash feature is present.



### Deliver a Digital Experience

As the financial services industry evolves and new payment channels emerge, consumers and businesses are more sensitive to touch-free and digital transactions. With Digital Issuance, you can put contactless capabilities into your cardholders' hands immediately and create an exceptional digital experience that solidifies loyalty to your brand.

- Reach younger demographics and tech-savvy consumers
- Position your financial institution now for future digital enhancements
- Reduce the friction associated with a lost, stolen or compromised debit or credit card



## Gain a Strategic Advantage

Stand out in the market by delivering an instant, secure, convenient experience with Digital Issuance. Drive revenue for your debit and credit card programs instantly, decrease costs and establish your financial institution as a leader in the evolving digital landscape.



### Key Benefits


Digital Issuance offers multiple benefits for your financial institution:

- Simple – quick and easy to implement
- Improves cardholder satisfaction – meets immediate new card needs
- Promotes top-of-wallet card status with more immediate card usage and spend
- Enhances interchange income potential as cardholders spend sooner and more often
- Secure – card-present transactions are blocked



# Connect With Us

For more information  
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 [fiserv.com](https://www.fiserv.com)

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