

## Product



### MyCardCreation®

What If You Could Offer One-of-a-Kind Cards that Increase Revenue and Retain Cardholders?



Now you can offer the hottest photo cards – cards featuring your cardholder's favorite image.

It's never been more important to differentiate your services to attract and retain customers. MyCardCreation® from Fiserv is a sure way to do both.

Just picture it: their family, their pet, their vacation snapshot or even personal artwork, in full-color fun for all to see. The photo cards are available as Visa®, MasterCard® or Discover® credit, debit, ATM, gift or prepaid cards.

#### **The Portrait of Simplicity: It's Really This Easy**

In just four quick steps, your cardholders get the card image they prefer. You reap the rewards of enhanced loyalty and increased income opportunity.

1. Your cardholders come to your website. They see that they can order personalized photo cards – either a full-image card, an identity card, or both.

2. They upload a personal image of their choice directly from their own computer or choose from a range of interesting gallery images.
3. Their image displays behind the card's fixed elements – such as your logo, cardholder name, and the Visa, MasterCard or Discover logo.
4. Cardholders can then adjust the size, positioning and other aspects of the image to get it just as they want it.

Then the card is reviewed for image and brand compliance. Once approved, it goes to Fiserv, gets merged with your card production file, and is produced and shipped. In just days, your cardholder has the card in hand – the card research shows is more likely to be used than any other.



No software download is needed by you or your cardholders. The entire program runs on a separate, secure server.



Fiserv is driving innovation in Payments, Processing Services, Risk & Compliance, Customer & Channel Management and Insights & Optimization, and leading the transformation of financial services technology to help our clients change the way financial services are delivered. Visit [www.fiserv.com](http://www.fiserv.com) for a look at what's next, right now.



Full-Image Photo Card



Identity Photo Card

We also make it easier to provide identity photo cards, now even more valuable to consumers given the rising risk of identity fraud.

**Differentiate Your Offering Affordably and Effectively**

It's never been more important to differentiate your services so that you can attract and retain customers. MyCardCreation is a sure way to do both. This high-value, high-demand service delivers flexibility for you and options for your customers.

**Offer Full-Image Photo or Identity Photo – or Both**

A robust image gallery, including everything in The Card Collection™ from Fiserv, gives your customers image selections beyond their own photos.

**Surprisingly Affordable**

Minimal up-front implementation costs makes this solution extremely cost effective. What's more, Fiserv provides everything you need to get up and running fast—including a helpful demo.

**Remarkably Effective**

Cards with personalized images<sup>1</sup> are proven to increase card usage and maximize customer retention:

- 50 percent fewer customers are likely to switch to other cards at renewal time
- 15-20 percent more transactions occur
- 34 percent have a higher monthly balance than the US national average
- 2-5 percent are new applicants, attracted by the personalized card option

<sup>1</sup> Source: Datacard and PSI Global

**“The technology is amazing. We thought there might be problems, even though the process is simple, but we have had none. People upload their picture, which pops into the template. They can see exactly what the card will look like.”**

– Personalized card client

**83 percent of people surveyed consider photo identification on debit cards as a valuable feature.**

– Source: Synergistics Research Corp.

**Connect With Us**

For more information on MyCardCreation, please contact us at 866-963-4877 or visit [www.fiserv.com](http://www.fiserv.com).



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