

Dynamic Card Solutions Instant Issuance Technology Available in the Northeast and Overseas

Service Credit Union Offers Immediate Service for Members in New Hampshire, Massachusetts and Germany

Consumers have increased their use of non-cash forms of payment in the past five years. Debit card purchases have more than doubled, rising 114 percent, while credit card purchases have increased 46 percent for the same period. And that's just in North America.

According to Euromonitor, the European financial cards market is growing in value and volume of transactions as well as circulation. This growth stems from strong increases in developing markets and high-credit spending in more mature markets, such as the UK and Germany. In addition, debit cards represent the largest sector of the European financial cards market, with a value share of 61.2 percent.

Debit cards dominate for several reasons. First, they have a high penetration rate in most markets as they tend to be a standard feature issued to account holders. Second, consumers use them regularly for everyday purchases, such as groceries and gas, because of their convenience, ease of use and wide merchant acceptance.

Supporting a Growing Demand

Savvy financial institutions realize that servicing customers who take advantage of the convenience of debit cards means greater card usage, interchange and higher client satisfaction.

Founded in 1957, Service Credit Union serves a worldwide membership through 12 branches on military installations in Germany and 12 locations in New Hampshire and Massachusetts. Service Credit Union has become one of the leading providers of financial products and services for the U.S. Department of Defense and military personnel in central Europe.

Serving more than 100,000 members, the \$1 billion credit union continues to enhance its products and services. To better serve its members and respond to the rising demand for debit and credit cards, Service Credit Union implemented an instant issuance program in 2004 to issue cards on-the-spot.

Following the inception of the credit union's initial instant issuance system, Service Credit Union began evaluating new vendors with increased functionality.

"We knew that instant issuance was a way to differentiate ourselves and increase member satisfaction, so we decided to investigate alternatives with further enhancements over the initial product," said Paul Meade, vice president in charge of Internet Banking for Service Credit Union. "As we evaluated instant issuance providers, we also considered faster

cross-sell capabilities and integration with our existing systems, both of which are critically important.”

Successful Switch and Implementation Process

After careful evaluation, Service Credit Union selected Dynamic Card Solutions (DCS) to replace its previous system. DCS proved ideal because its software could easily integrate with the credit union’s existing information system and meet the desired level of security. Service Credit Union selected DCS’ technology to instantly issue and re-PIN debit cards using DCS’ CardWizard software and SuperCAT® encoder for re-pinning.

“We chose DCS’ instant issue technology because of its user-friendly process,” said Meade. “We found that the DCS’ CardWizard system provided additional speed over our initial program. It has reduced the instant issue process by several minutes and minimizes the possibilities for data entry errors. This is because CardWizard seamlessly integrates into our host application and updates our network automatically. We place high value on its superior security and reporting systems. Plus, their service and support is extremely strong.”

Service Credit Union has implemented fully functional instant issue systems in all German branch locations and all traditional branches in New Hampshire and Massachusetts. The credit union is completing implementation at its newest full-service branch locations in Wal-Mart stores in New Hampshire.

Superior Results from a Superior System

Since implementing instant issuance technology, the credit union has reported a steady increase in card activation, usage and interchange. Instant issuance allows Service Credit Union to issue plastic cards on-the-spot instead of requiring members to wait an average of two weeks to receive one in the mail.

With instant issuance, Service Credit Union can issue cards to members who open new accounts, those needing cards immediately, such as for travel, or for replacing lost, stolen, compromised or damaged cards.

“There’s a tremendous quality difference between instant issue systems,” says John Wallace, northeast region sales manager for DCS. “Quite frankly, we simply have repeatedly proven the capability of doing it more efficiently, securely and reliably.”

DCS’ CardWizard instant issue software provides a secure method to issue and re-PIN cards instantly. It also provides a robust, user-friendly administration component that delivers full reporting, card inventory management and vigorous security and monitoring features required for instant issue. Additionally, DCS provides technologies for customer-selected PIN and re-PIN processes that compliment its CardWizard integrated instant-issuance platform.

About Service Credit Union

Service Credit Union is a full service financial institution, offering a wide range of financial products to its members. With 24 branch locations, staffed 24/7 contact centers, and full internet banking services, Service Credit Union serves anyone who lives or works in New Hampshire (excluding Coos County), 4 towns in Cape Cod, MA., and all branches of the U.S. Military and Department of Defense employees and their families. With over \$1 billion in assets, Service Credit Union has 11 branches in New Hampshire, 1 in Massachusetts, and 12 branches in Germany.