

3 PRIMARY FACTORS TO ADOPT FIS DIGITAL ISSUANCE

In today's world of instant gratification, making cardholders wait days to start using a new or replaced card puts you at a disadvantage to other cards in a wallet. That's why digital issuance is one of the most sought after features by both consumers and financial institutions.



1

By keeping pace with consumer demand for faster, more convenient financial services, financial institutions gain a competitive edge when they allow cardholders to have access to a card the same day rather than waiting for a card to come in the mail days later.

Research indicates that mobile wallets are gaining mass appeal with consumers with it being safe and convenient.

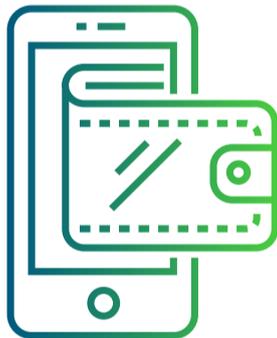
A recent study revealed

66% of US consumers believed that smartphones would replace credit and debit cards as the main payment method within the next five years. ¹

2

Financial institutions increase security and address fraud concerns with a digital issuance option for cardholders.

When a card is lost, stolen or compromised, getting a new one as quickly as possible is all that matters to cardholders. By issuing a new card digitally to a mobile wallet, it allows cardholders to continue to have access their funds without minimal interruption.



3

Having digital issuance allows financial institutions to position their card top of wallet and immediately start capturing interchange revenue.

Studies show that eliminating the lag-time for account holders to receive their card in the mail and activate it leads to higher use and better performance.

A recent survey revealed that more than

80% of mobile payment users said they connect a bank account or credit or debit card to their mobile app they use most often. ²



LET'S CONNECT TO SPEAK ABOUT ADDING DIGITAL ISSUANCE TO YOUR PORTFOLIO TODAY!



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getinfo@fisglobal.com