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## Instant Card Issuance: Building Better Relationships and Profits

Effectively improve your bottom line while delivering superior member service!

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### **PCUA product showcase featuring Dynamic Card Solutions and Anthony Mondello August 11, 2010 at 2pm EST**

Providing an enhanced member experience is what sets credit unions apart from others in the industry, and consumers are delighted when they receive better than expected service. So why make them wait 7-10 business days to receive their ATM, debit, or credit card?

Instant card issuance is a great technology investment to help credit unions retain and grow core deposits, differentiate themselves in the marketplace, and improve service and convenience levels. With instant issuance, members leave the branch with a fully functional ATM, debit or credit card – having the immediate capability to make PIN- and signature-based transactions. Additionally, instant card issuance provides a very positive return-on-investment by increasing card activation and usage.



**Register today by sending your name, credit union, position and email address to [cusolutions@pcua.coop](mailto:cusolutions@pcua.coop) and join us to find out how in-branch instant card issuance:**

- ✓ Increases Card Activation and Usage
  - ✓ Increases "Top-of-Wallet" Status
  - ✓ Increases Profitability
  - ✓ Enhances Cross-selling Opportunities
  - ✓ Reduces Card Issuance Costs
  - ✓ Enables Member-Selected PIN at the Branch Location
  - ✓ Increases Consumer Education which Increases Card Utilization
  - ✓ Enables Convenient Emergency Card Replacement
  - ✓ Enhances Card Issuance Security
  - ✓ Reduces Risk of Mail Fraud
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