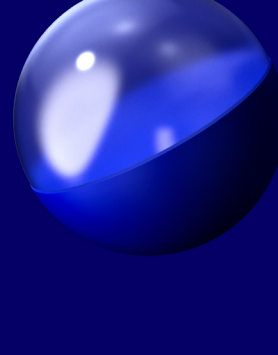


Card Issuance of tomorrow

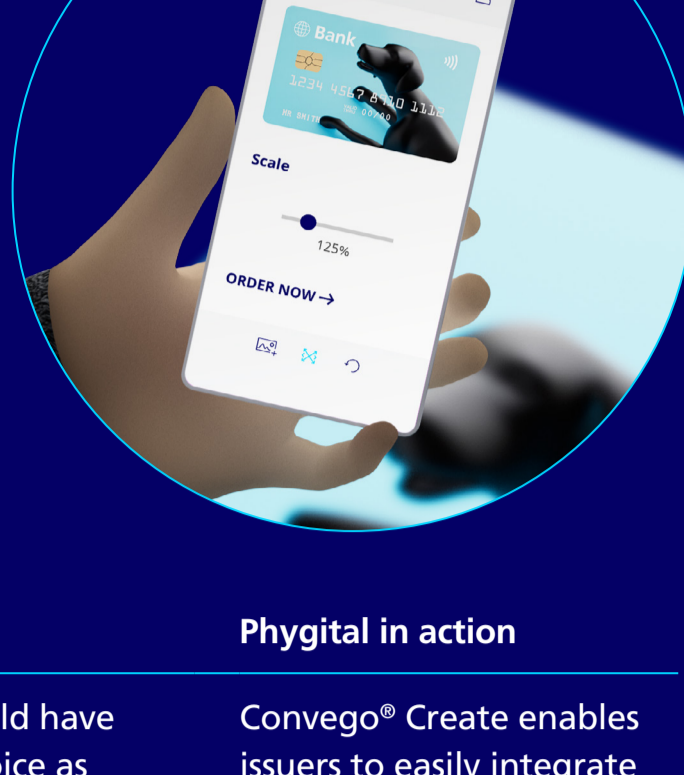
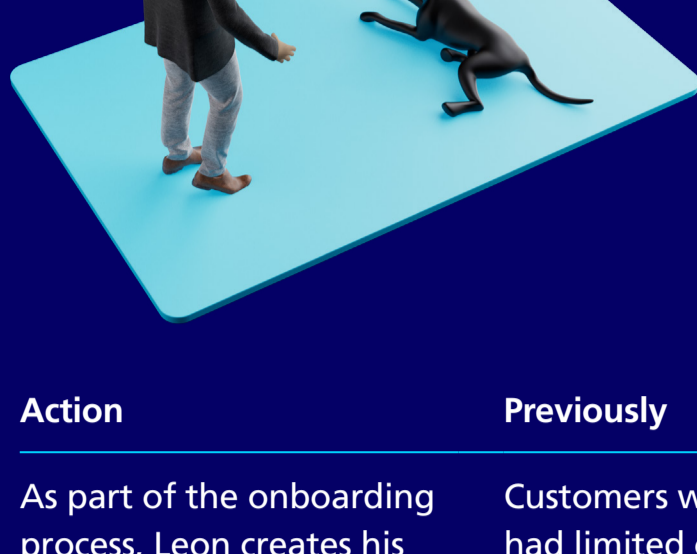


The way we pay is changing. Today's customers want convenient, digital-first payment technologies that are smart, secure and simple to use.

That means phygital card issuance is important for all card issuers too, whether classic bank or new fintech startup. Phygital solutions offer your end customers the ultimate in choice and convenience, meaning that they'll turn to your brand to enable their payments, time and time again.

Take a look how phygital issuance – and our innovative Convego® product suite – helps to transform the experience of one customer:

1. Card creation



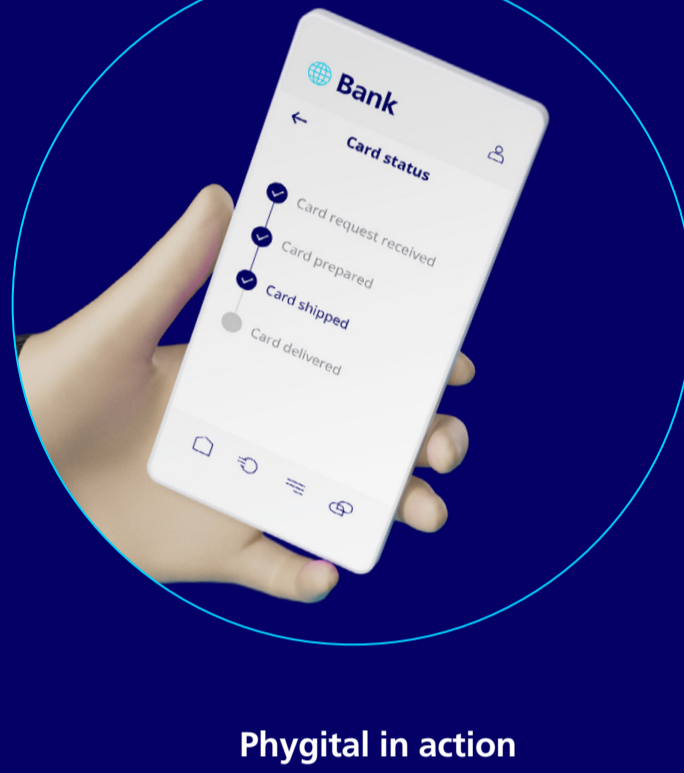
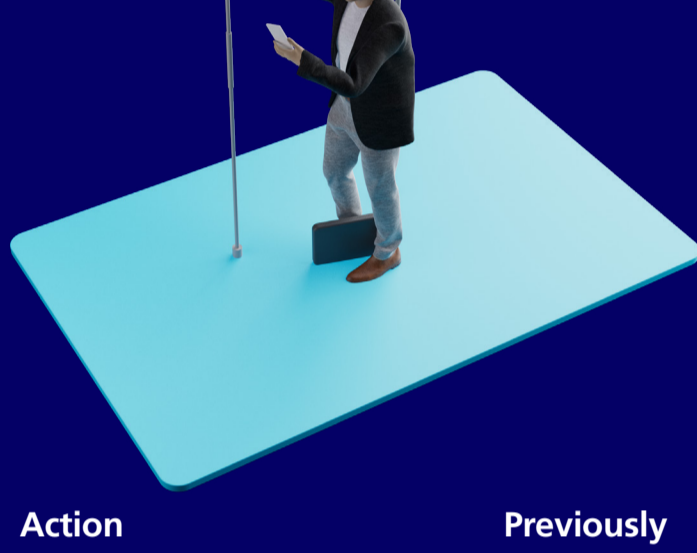
Action	Previously	Phygital in action
As part of the onboarding process, Leon creates his own custom payment card.	Customers would have had limited choice as to the look and feel of their card.	Convego® Create enables issuers to easily integrate custom card creation into their existing signup processes.

2. Digital wallet



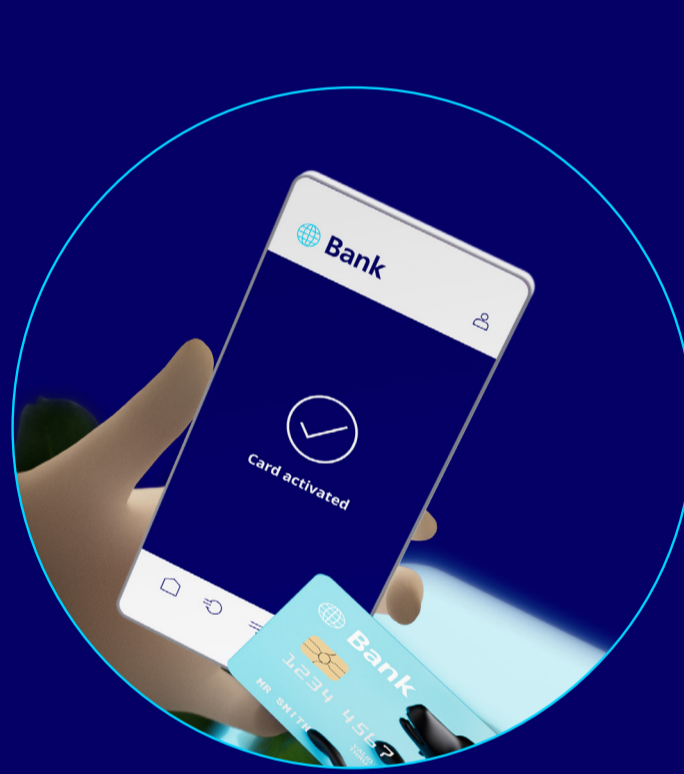
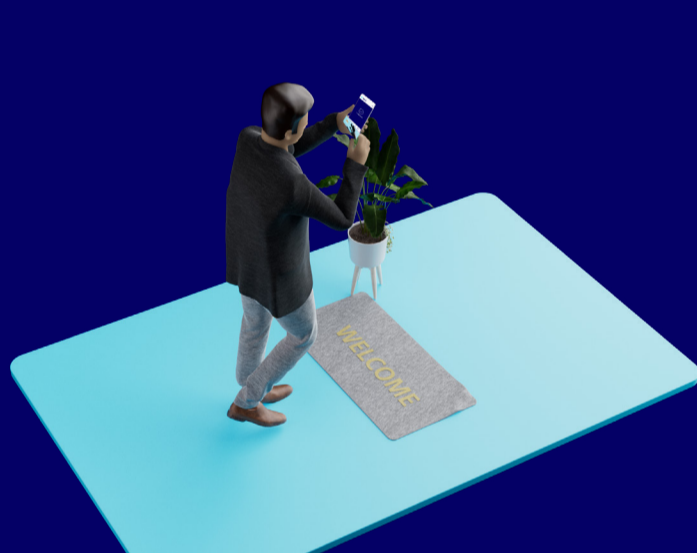
Action	Previously	Phygital in action
While the card request is being processed, Leon receives a digital copy of his card in his digital wallet and a PIN through his banking app, so he can use his new account right away.	Before phygital, Leon would have had to wait for his physical card to arrive in the post and activate it before using any digital copy.	Convego® Now allows issuers to easily integrate digital cards into their banking apps, reducing the time from new customer onboarding to first payment.

3. Card delivery



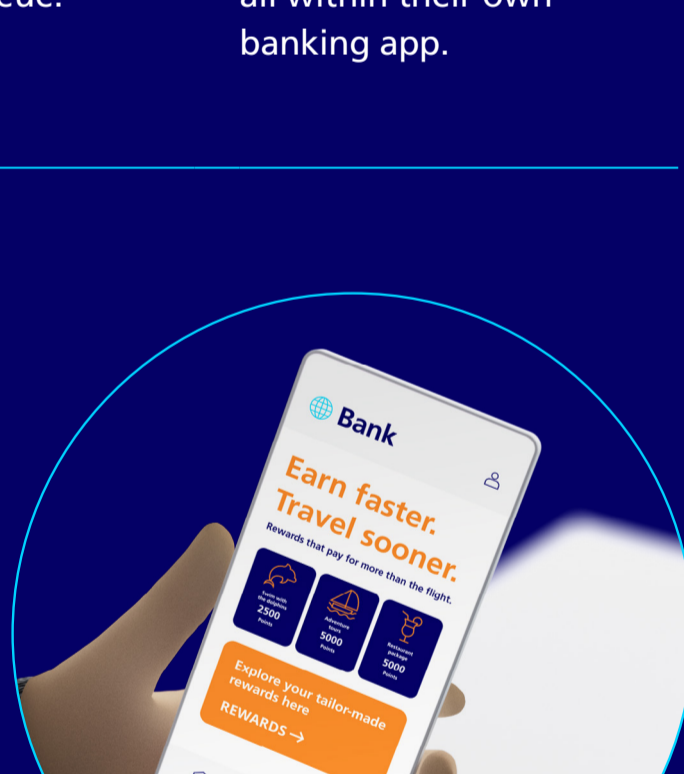
Action	Previously	Phygital in action
While Leon's waiting for his new physical card to arrive, he is updated as to the shipment progress in real time through in-app notifications.	Before phygital issuance, Leon wouldn't know what's happening with his card – until it arrived.	Convego® Connect API enables real-time card status notifications during card issuance, so customers are kept up-to-date.

4. Card activation

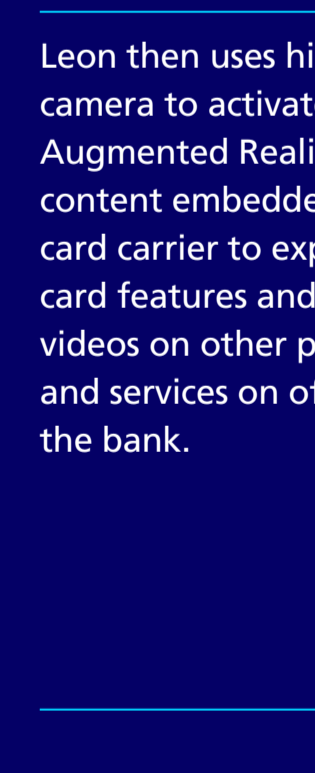


Action	Previously	Phygital in action
Once he receives his card, Leon opens his mobile app, and uses the NFC feature to activate his physical card, in seconds.	Before phygital issuance, Leon would have had to call the bank to activate his card, whose call center may not be open at all times and might involve waiting in a queue.	Convego® Activate enables issuers to authenticate and activate cards using the NFC functionality of smartphones, and all within their own banking app.

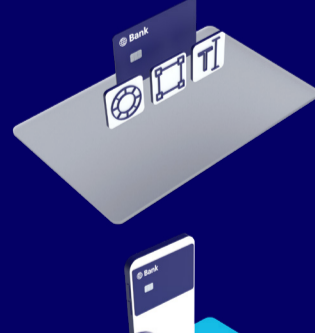
5. Brand loyalty



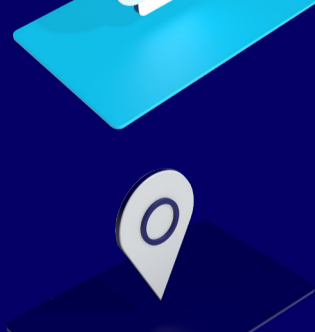
Action	Previously	Phygital in action
Leon then uses his phone's camera to activate Augmented Reality content embedded in his card carrier to explore the card features and access videos on other products and services on offer by the bank.	Leon would have had to find this information out either through searches or links online, or had additional printed material shipped to him with the card – which is wasteful and inefficient.	Convego® Relate allows banks to customize the carrier experience, using video, QR codes and Augmented Reality technologies to deepen the onboarding experience, strengthen brand impressions and offer additional products and services to increase brand revenue and loyalty.



Convego® Create
Build customer relationships and build a payment card they'll love. Tailored card creation made easy.



Convego® Now
Ensure your customer receives their card digitally first, before the physical card arrives, so the customer can use it right away for purchases, whether online or in-store.



Convego® Connect API
Plug and play digital cockpit to manage the issuance journey smartly. Efficiently manage your issuance stock when you start the issuance journey.



Convego® Activate
Bridge the activation gap and move closer to your customers with instant activation services, whenever, and wherever they need - securely.



Convego® Relate
Ensure customers never miss your messages with tailored touch points in the right place, at the right time and in the right format. Effective communication in the issuance journey – Carriers, Messages and even Augmented Reality.

Beyond issuance

We are constantly looking at ways to enhance and improve the issuance experience for issuers around the world, providing innovations that not only improve the customer experience, but also transform the 'behind-the-scenes' issuance journey. Whether it's DoD card printing, self-serve card carrier changes, or customer ePIN activation and issuance APIs, we're committed to supporting our clients on their phygital journey, and helping them to make their brands stick – phygitaly.

Talk to G+D [→](#)

