



CUSTOMER PROFILE

This leading global financial services firm has operations worldwide and serves nearly half of America's households with a broad range of financial services. Customers can choose how and where they want to bank; With more than 5,300 branches, 15,500 ATMs, mobile, online and by phone.

RESPONDING TO CUSTOMER NEEDS AND PROTECTING CARDHOLDERS

CHALLENGE: In 2013, a large retailer announced a massive data breach that affected millions of people.

SOLUTION: A large, international bank proactively reached out to their customers to help them get emergency replacement cards.

RESULTS: Working with Entrust Datacard, and through their combined model of instant and central issuance, the bank was able to positively impact customer service levels, and help with their overall business and operational efficiency.

RESPONDING QUICKLY TO A DATA BREACH

In Dec. 2013, a large retailer revealed that a massive data breach had compromised credit card records during the busy holiday shopping season. The breach ultimately impacted millions of people and led to roughly 110 million debit and credit card details being available on the black market. The breached data can lead to the production and use of fraudulent cards and the compromise of personal information.

The magnitude of the breach spread across the United States, and impacted not only cardholders, but financial institutions as well. A tier one financial institution in the U.S. had customers who shopped at this retailer during the holiday season that were potentially compromised and subject to fraudulent charges on their accounts.



“Our bank is committed to providing customers with superior service. Our dual instant-branch and in-house central card issuance models were really a true savior from a servicing perspective. There can be a lot of uncertainty for cardholders when breaches happen, and we wanted to make sure our customers knew we were there for them.”

“Together with Entrust Datacard we have been able to collaborate, design, and implement a card issuance program that fits into our overall banking and card strategy that provides customers convenience and service that is truly unmatched, and continues to prove to be effective moving forward long-term. We are well prepared and ready for future challenges.”

- **SVP BRANCH INNOVATION**

EXCEEDING CUSTOMER EXPECTATIONS

Restoring consumer confidence and trust after such a major breach is essential. Immediately after the breach was made public, the bank was able to respond very quickly by proactively contacting their customers. Consumers were given the option of walking into one of 2,200 branch locations that offered instant card issuance to receive a replacement card or getting one expedited in the mail. Given the amount of re-issues necessary, these two methods of replacement allowed the bank to immediately respond and replace a card in the most convenient way for the cardholder.

The bank also extended branch banking hours and opened on the Sunday, following the breach. This ensured that cardholders were able to get a new debit card without having to wait for it to come in the mail. The additional hours also had a positive impact on the operational efficiency of the centrally issued card production facilities. At its peak, nearly fifty thousand cards were being issued daily over the 2,200 branches. The branch instant issuance of replacement cards was able to offset a large portion of the centrally issued card personalization and mailing facilities.

“We have had instant issuance in place for over two years now and it proved to be extremely beneficial in the case of the massive data breach,” said the SVP of Branch Innovation. “Our bank is committed to providing our customers with superior service and our dual instant-branch and in-house central card issuance models were really a true savior from a servicing perspective. There can be a lot of uncertainty for cardholders when breaches happen, and we wanted to make sure our customers knew we were there for them.”

In the days following the breach as customers received their new cards, feedback was very positive. Customers appreciated the bank taking the initiative to proactively reach out to them and offer the ability to walk into the branch to receive a new card or wait for one to be mailed in an expedited manner.

EFFICIENT BUSINESS PROCESSES WITH COMBINED MODEL

The bank also has multiple central issuance locations that issue thousands of cards per day for the bank’s daily card re-issuance. If there is a compromise or lost or stolen card, central card operations would typically have to expedite card issuance. They would ship the cards overnight to get customers a replacement as quickly as possible.



In the case of the 2013 breach, the fact that the bank had a combined model of offering instant issuance as well as centrally issued cards proved to be extremely beneficial to the overall business processes for the bank.

Immediately following the breach, card volumes at the central issuance locations went up roughly three times the amount of their normal production – equating to nearly 3 million additional cards being issued from the banks central issuance facilities in just a matter of days. Not only did the bank have a massive number of emergency card replacements, they also had to fulfil their normal day-to-day requests. The central issuance facilities were able to keep on track and meet all of their customer service level agreements (SLAs) due to having the ability to issue cards at the branch.

Branch issued replacement cards alleviated some of the stress off of the central card operations facilities. In addition, by leveraging their instant issuance solutions, the bank was able to greatly reduce the amount of rush and overnight delivery costs that are associated with having to mail re-issued emergency card replacements.

“Our instant issuance and central operations were able to really complement each other and give our customers two different ways to receive their cards – instantly or centrally,” said the SVP of Customer Fulfillment and Payments. “The breach caused a tremendous increase in the amount of card volume. However, because we had the model we did, we were able to issue replacement cards in the branch, which relieved some of the pressure on the central issuance operations team. We were able to better maintain the planned replacement volume in addition to replacing breached cards selected to be centrally issued due to our dual issuance methods.”

PARTNERING WITH ENTRUST DATACARD

The bank has a long-standing relationship with Entrust Datacard and has utilized central issuance solutions in their facilities for many years. All of the mega-bank’s credit, debit, and prepaid cards are personalized using Datacard® hardware and software. Since 2010, the bank has worked with Entrust Datacard to implement instant issuance in branch locations to offer an additional level of convenience to its customers.

