FSS GreenPIN

On-Demand, Multi-Channel Card Activation

On-Demand Card Activation

Digital-first customers value a service now experience, marked by immediacy and convenience.
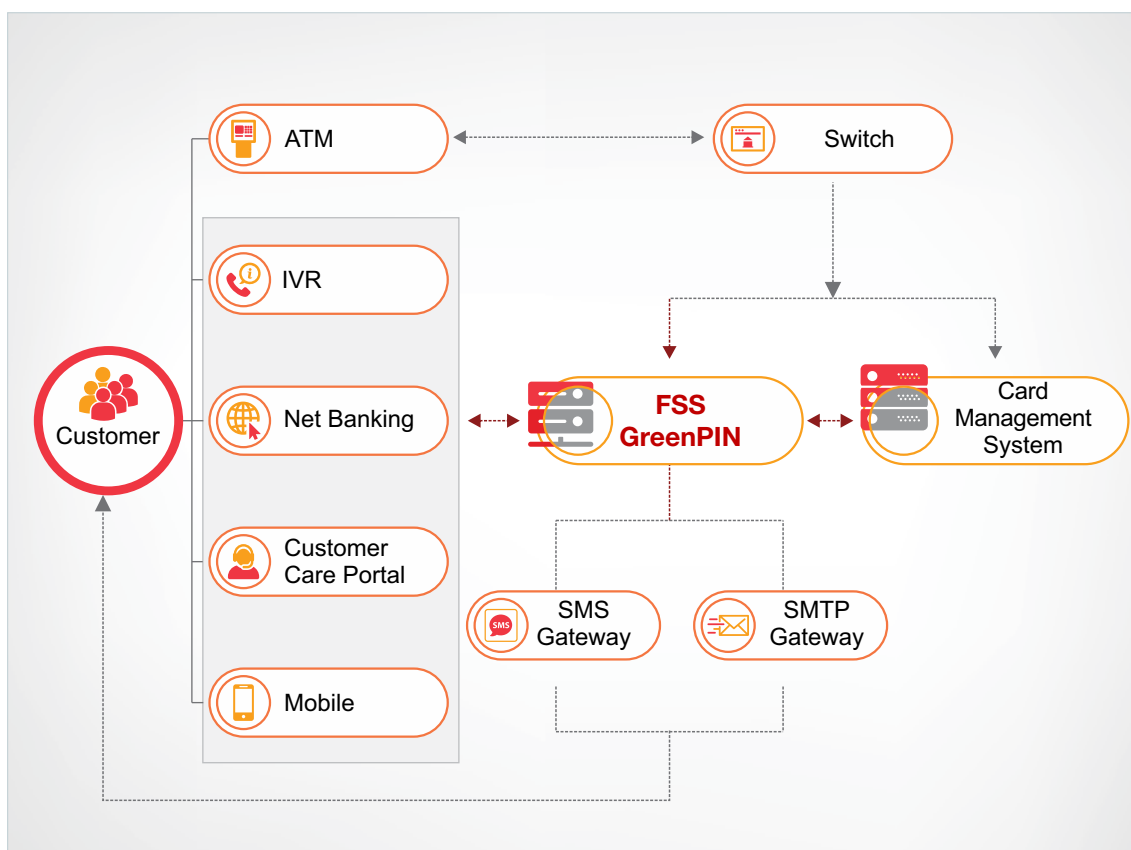
Card issuance and activation are early-stage service touchpoints in the cardholder's lifecycle journey and tangibly impact the customer's service and brand perception. Current card activation mechanisms involve physical PIN shipment and are reliant on expensive, manual, paper-driven processes. This prolongs card activation time, increases susceptibility to mail fraud, adversely impacting cardholder service experience.

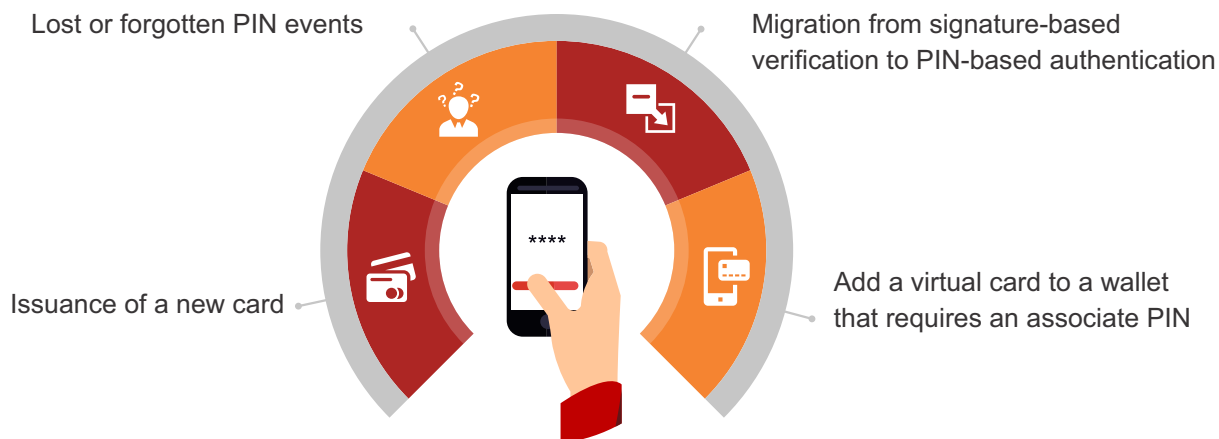A customer-driven do-it-yourself model for PIN generation can improve process and service related efficiencies.

FSS GreenPIN digitizes the personal identification number (PIN) issuance process, immediately placing ready-to-use cards in the hands of cardholders. For issuers, with a large card portfolio, the ability to instantly issue and deliver PINs provides an opportunity to raise card activation and usage rates, lower incidence of stolen and lost PIN events and improve the overall service experience.

How FSS GreenPIN Works?

The system supports PIN issuance for all card types - credit, debit or prepaid cards. Customers can seamlessly generate a PIN using a preferred service channel - ATM, mobile, email, IVR or online banking. The GreenPIN system validates the card information furnished by the customer and forwards a one-time passcode (OTP) to the cardholder. Customers need to enter the OTP for instant PIN generation. At the backend, FSS GreenPIN connects to the Switch and the Card Management System to manage mobile number validation, OTP transmission and PIN-related updates.

Use Cases

Lost or forgotten PIN events

Migration from signature-based verification to PIN-based authentication

Issuance of a new card

Add a virtual card to a wallet that requires an associate PIN

Benefits for Issuers

❯ Saves Costs

- Saves delivery costs by replacing physical PIN shipment with electronic PIN delivery
- Lowers inbound queries related to PIN issuance and PIN reset to the contact center
- Lowers number of branch visits by customers for submitting PIN requests

❯ Improves Activation Rates

- On-demand PIN issuance and delivery eliminates wait time, promotes faster and top-of-wallet position for issuer's card products

❯ Lowers Fraud

- Reduction in fraud costs from a diminished possibility of intercepted PINs

❯ Optimizes Customer Experience

- Simplified, on-demand PIN generation improves service score and delivers cardholder delight

❯ Improves Business Efficiencies

- Single solution to manage complete lifecycle of GreenPIN operations - from generation to transmission - streamlines processes and improves business efficiencies
- Detailed business and operational reports by delivery channel optimizes service planning
- User friendly portal for quick service configuration, transaction tracking and report generation simplifies service administration

❯ One Architecture, Many Channels

- Support for multiple channels to generate PIN - ATM, IVR and mobile banking - with flexibility to add new channels over the same platform optimizes cost of ownership

Optimizes Implementation Cycles

- Issuers can deploy FSS GreenPIN as a standalone solution or coupled with FSS or third-party Card Management Systems. FSS GreenPIN supports standard interfaces for easy integration with existing bank infrastructure - Card Management System, Switch and multiple delivery channels accelerating time to market
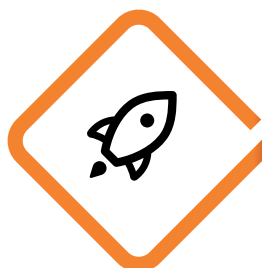
Assures Security

- Encrypts sensitive data in transit and at rest
- Ensures additional security via two-level authentication of PIN recipient
- PCI-DSS compliance maintains data integrity and prevents breaches
- Maintains extensive audit trail for traceability of all transaction and system events

Flexible Business Models

- Supports multiple business models-licensed and hosted-in line with business needs of issuers

Our Credentials

9 leading banks globally have deployed FSS GreenPIN

Reduces card activation time from **7** days to **70** seconds

5M GreenPINs issued annually

Saves between **2** cents and **5** cents per PIN transmission