

# Payment Device Production and Fulfillment Services

Build brand loyalty and actively engage your customers through your payment devices and carriers with the help of First Data

First Data offers complete card production and fulfillment services to support issuers throughout the card program launch and account life cycle. Here are just some of the many ways we can support your payment device fulfillment:

## Make Card Presentation a Strategic Advantage

Why not make the card delivery event a memorable, loyalty-building event that will better represent your brand identity and value and maximize marketing efficiencies? First Data's card carrier platform gives you more choice for the tools you need to increase card activation and usage, generate additional revenue, cross-sell other financial products and reduce costs by consolidating mailings while instilling brand loyalty in your customers.

## Attract New Customers with More Appealing Card Programs and Designs

First Data's full-color, digital card printing can give you the flexibility to offer a near unlimited selection of designs. Our solution makes it fast, easy and affordable to print highly personalized, color cards on demand. Your options are endless and so are your opportunities.

## State-of-the-Art, Secure, Contactless Payment Cards and Devices

Improve customer loyalty and increase transactions by offering your customers contactless cards and devices. Research shows that contactless payments can increase consumer transactions. First Data provides support through your entire contactless program launch so you can enhance brand and customer loyalty and increase transactions through offering contactless cards and devices.



## Loyalty Building Card Carriers

You no longer have to settle for communicating through form letters, generic-looking card packages and impersonally written communications. First Data's flexible and dynamic document management and delivery system helps you produce and deliver more customized and timely information through conditional printing. You can create a variety of messages and graphics using electronic templates in multiple sizes. With these capabilities, you can help to increase activation and usage rates by communicating personalized offers and coupons at the account level, generate new revenue streams by producing checks and coupons with card packages, and create more profitable relationships by cross-marketing other services using highly targeted messages and offers.



## Your Window into First Data's Plastics Production and Inventory

With First Data, you will be able to view your work in progress, easily manage inventory and make changes to production requests. First Data provides online access into all aspects of the process to assist in managing day-to-day business in a timely manner.

## Unique Mail Tracking Solution for Inbound and Outbound Mail Pieces

We can help you to quickly identify your mail in the USPS® process flow to provide support for marketing campaigns and risk/fraud prevention and detection. First Data offers you the ability to track the customer touch points at an individual account level, helping to reduce theft and fraud losses, and track card delivery and other sensitive documents like balance transfers and convenience checks.

## Proprietary Service to Track, Research and Re-Mail Undeliverable Plastics

With First Data's proprietary fraud prevention service, you can reduce lost revenues due to non-receipt and reduce the costs associated with lost/stolen procedures and reissuing new cards. First Data's service helps combat mail intercept/non-receipt fraud.

## Superior Postal Rates and Mailing Expertise

Capitalize on First Data's scale to enjoy postal savings. First Data is one of the largest customers of the United States Postal Service, is MPTQM certified, and has an onsite USPS® Facility.

## A Global Leader in Electronic Commerce

First Data powers the global economy by making it easy, fast and secure for people and businesses around the world to buy goods and services using virtually any form of payment. Serving millions of merchant locations and thousands of card issuers, we have the expertise and insight to help you accelerate your business. Put our intelligence to work for you.

For more information, contact your First Data Sales Representative or visit [firstdata.com](http://firstdata.com).