



A First Data Customer Success Story:

## ICCREA Banca Aims to Transform the Italian Payments Culture with the Help of the First Data VisionPLUS® Solution

The Central Institute for Rural and Artisan Banks (ICCREA Banca) represents more than 400 local banks in Italy, helping them to secure merchant accounts, acquire cardholders and process payments. ICCREA Banca currently manages 110,000 merchants and three million bank card accounts.

Recently, the organisation's Board of Directors approved a bold new initiative—to mainstream bank card usage in Italy where cash is still the predominant method of payment, capturing 85% of payment transactions.

"We see bank card payments not just as a way to pay, but as a way to establish relationships with our customers," says Antonio Galiano, Head of eBanking, ICCREA Banca. "Therefore, we needed a platform that we could manage directly in our premises and one that was integrated with issuing and acquiring." ICCREA Banca chose the First Data VisionPLUS solution.

### Client

Central Institute for Rural and Artisan Banks (ICCREA)

### Challenge

Create a payment culture shift in Italy, moving consumers from cash to bank cards for their payment transactions

### Solutions

First Data VisionPLUS® solution

### Results

ICCREA Banca is on its way to accomplishing its goals by offering merchant members access to data resources for targeted marketing campaigns and offering consumers who use member-bank cards discounts, extended product warranties and improved return policies

## THE CHALLENGE

Italian consumers use cash for 85% of their payment transactions. The practice is so deep-rooted that many people, who have great relationships with their local banks, will visit their bank regularly, use their debit card to withdraw cash and then head out to shop.

As an organisation that represents over 400 community banks in Italy, ICCREA Banca has identified a tremendous opportunity for its members and their customers. The organisation aims to revolutionise the Italian payments landscape by pairing its vast data resources with the strong relationships that local banks have with their consumers and merchants to create new value in bank card transactions.

With data, relationships and processing capabilities, ICCREA Banca can provide merchants the ability to conduct targeted marketing campaigns and offer consumers discounts and other benefits for using their bank cards.

ICCREA Banca needed a payments platform that could provide the reliability, scale, flexibility and innovation to support such a complex, long-term initiative.

## THE SOLUTION

“We chose VisionPLUS as the platform on which we plan to migrate all of our bank card accounts and merchant accounts,” says Antonio Galiano, Head of eBanking at ICCREA Banca.

VisionPLUS enables card issuers to manage their entire payments portfolio from one global, single-source solution. First Data invests heavily in the VisionPLUS® solution, driving the direction of the solution with globally informed innovation. Additionally, with a deep understanding of market regulations across the globe, First Data builds geographically based compliance into the solution.

ICCREA Banca believes the partnership will pay off in many ways beyond the basic platform.

“We want to position ourselves as innovators in the market, so we chose a partner who could bring us global innovation and make it available to us,” says Galiano.

## THE RESULTS

Already, the strategy is paying off. ICCREA Banca has created a merchants ‘club’, offering members access to the organisation’s growing data resources for targeted marketing campaigns. They are also offering consumers who use member-bank cards discounts, extended product warranties and improved return policies.

At its heart, this new payments model represents a transition from a transaction-based model to a relationship-based model. ICCREA Banca is looking beyond each transaction for ways to create sustainable relationships with customers who gain value by using their cards.

“We are not making small changes; we are not just adjusting one module of our business,” says Galiano. “We are reinventing everything. And to be very honest, if I didn’t know the reliability of the payments partner that we chose, I wouldn’t have taken the risk myself. I would have taken another approach. I knew we could trust First Data.”

“Given the strategic aspect of our vision, it was important to choose a partner that was reliable and innovative and also that has the ability to adjust with changing global conditions.”

*Antonio Galiano, Head of eBanking, ICCREA Banca*



To learn more, watch the ICCREA success story.