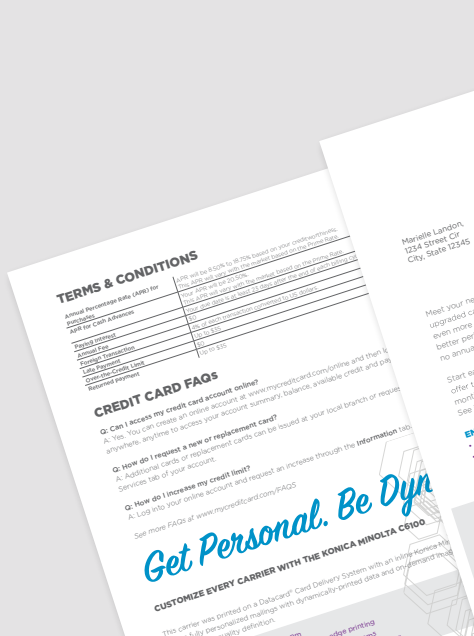


# BUILDING YOUR ON-DEMAND CUSTOMIZATION PROGRAM



Key considerations for custom cards, labels, and carriers



ENTRUST

SECURING A WORLD IN MOTION

# CONTENTS

---

The Rise of Print-On-Demand in Financial Issuance	3
Blank to Brilliant — A Strategic Approach	4
Why Consider Customization Now?	5
What if You Already Offer an Image Gallery?	6
Considerations for On-Demand Customization	7
Customization Beyond Cards	10
Evaluating Success	11
Take the Next Step	12



# THE RISE OF PRINT-ON-DEMAND IN FINANCIAL ISSUANCE

Print-on-demand — otherwise known as custom card design, card personalization, card gallery, personal card creator, and others — is a term for offering your customers highly personalized, customized credit or debit cards, color labels, and carriers that are printed on blank white stock. While customization isn't a new concept, that platform for driving card usage, consumer loyalty, and revenue growth has only recently hit its stride. The majority of the top 50 U.S.-based card issuers — as well as a growing percentage of smaller financial institutions — are leveraging the platform now more than ever.<sup>1</sup>

Why? Because card issuers are looking for new ways to connect with and retain consumers — especially discerning millennials, who have growing purchasing power and increased expectations for personalization.

## MILLENNIALS — A POWERFUL FORCE

*“The millennial generation is driving real-time product and service expectations. Financial institutions are investing in new technology and customer relationship management applications to meet the increased demand of personal service.”*

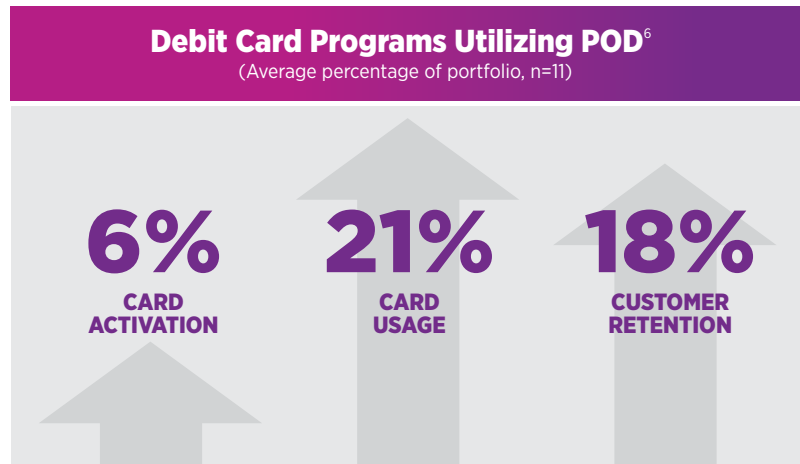
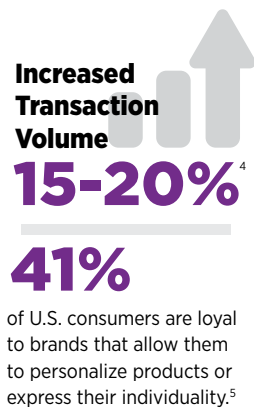
- Aite Impact Report<sup>1</sup>



# BLANK TO BRILLIANT — A STRATEGIC APPROACH

Offering custom cards printed on demand enables financial card issuers to provide a blank canvas for cardholders to express their individuality, lifestyle, and personal preferences. It's taking blank white card stock and allowing consumers to design cards that reflect their uniqueness — either from a gallery of images, a business logo, or photo of something deeply personal like a pet, child, or favorite vacation spot.

Card issuers who have added on-demand customization technology to their portfolio have discovered it's an innovative strategy that pays dividends. The strategic impact can range from driving net-new business to saving operational costs. For instance, one issuer increased cardholder acquisition rates by 15 percent and reduced inventory management requirements by 92 percent since the production department only needed to stock blank white cards.<sup>3</sup> The evidence is everywhere. Other metrics include:



## MEET CARDHOLDER DEMAND, REDUCE COSTS

Implementing a print-on-demand customization program is a strategic decision many financial institutions are making to meet cardholder demand and reduce costs. By starting with blank white card stock, financial institutions can reduce preprinted card inventories and decrease issuance costs. It also allows for print decisions — such as colors, images, logos, and text — to be made in real time instead of waiting for new preprinted inventory or scrapping obsolete inventory.

### Key Benefits

- Personal connections with consumers
- Reduced preprinted card inventory
- Putting quality cards in consumers' hands faster

# WHY CONSIDER CUSTOMIZATION NOW?

Key technological innovations have improved how customized cards can be printed. On-demand printing technologies now enable customized color labels and card carriers too — allowing the entire card package to be one of a kind. This has opened doors to new ways to help strengthen relationships with customers and creates the potential for additional revenue streams.

Customized cards can be printed instantly and on-demand at branch locations. You can also choose a central issuance model where cards, labels, and carriers are printed on demand with inline card issuance and delivery systems. Or you can offer both in-branch card issuance and centralized issuance and card delivery options to your customers.

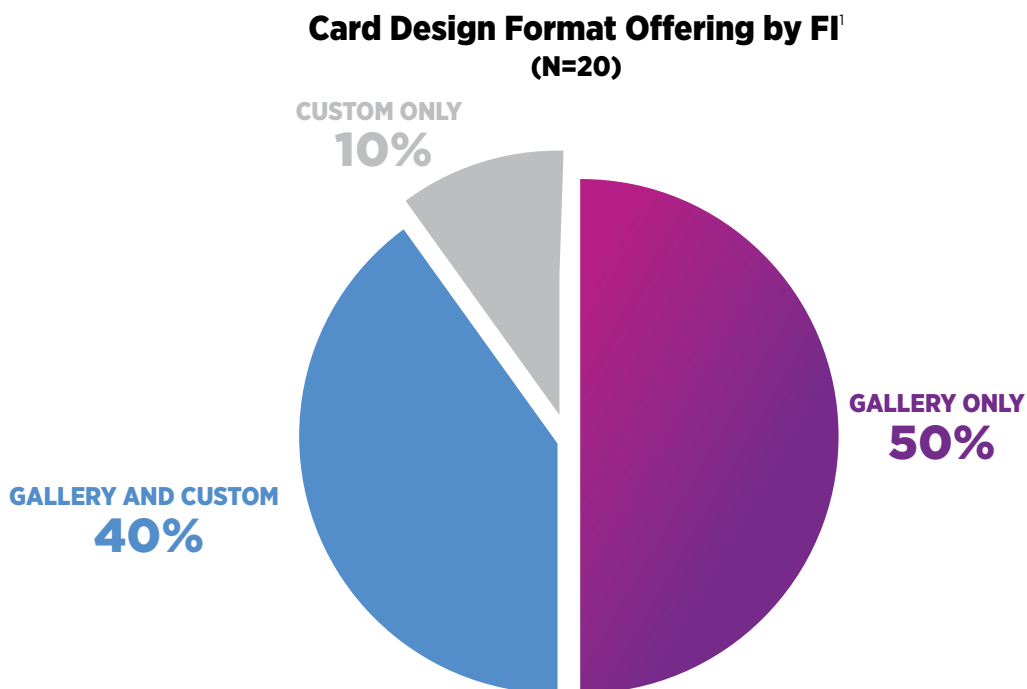
With print-on-demand technology, you have the ability to create a complete customer experience beyond the card to the full, high-quality card mailing package — adding customized and dynamic printing of full-color, high-resolution images, text, and icons on card labels and card carriers. Taking a complete on-demand printing approach gives you the flexibility to improve turnaround time for new branding, campaigns, and promotions. This approach also reduces the need for preprinted stock and associated waste.



# WHAT IF YOU ALREADY OFFER AN IMAGE GALLERY?

Half of the executives interviewed for the Aite Impact Report, *Print-on-Demand: Driving Usage and Customer Retention Through Custom Cards*, said they only offer a pre-determined gallery of images for card customization. Another 40 percent, however, offer both gallery and custom upload images for their customers to personalize their cards — in their own unique way.

Even if you already offer an image gallery — are you personalizing them using preprinted stock? If so, switching to a print-on-demand platform can reduce your preprinted card inventory and costs. On-demand printing also gives you the flexibility to quickly change your gallery image options as seasons change, replace low-volume cards with fresh choices, add quarterly contest photos submitted by cardholders, or offer limited-edition cards for a designated period of time.



# CONSIDERATIONS FOR ON-DEMAND CUSTOMIZATION

What is the best approach for implementing a print-on-demand customization program at your financial institution? Of the financial institutions interviewed for the Aite Impact Report, some took a tactical approach with specific goals and objectives, while others simply implemented on-demand customization to meet customer demand. As you begin building your program, there are several key considerations to position your organization for success.

## CUSTOM CARD OPTIONS AND ISSUANCE



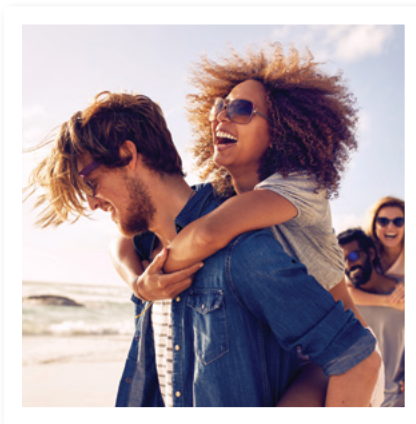
**Will you offer an image gallery, custom image upload, or a hybrid model?**

Some financial institutions choose to offer only gallery photo cards to their customers for ease of implementation and the option to fulfill image gallery cards both instantly in branch and through their central issuance process. Because custom images uploaded by customers require an approval process to ensure they are appropriate, meet quality standards for printing, and are not subject to image rights, they are fulfilled through the central issuance process. With customer demand for more personalized experiences, some financial institutions choose to provide both gallery and custom photo card options.

### *Custom Image*



*Image Gallery*



*Hybrid Model*

# CONSIDERATIONS FOR ON-DEMAND CUSTOMIZATION

(CONTINUED)



## Is an interface required for print-on-demand photo cards?

An interface is not required to enable gallery image printing. A pre-selected library of images is loaded onto the issuance server and made available for user selection during the card issuance process. Your financial institution will need to implement a print-on-demand service infrastructure, typically with a third-party provider, to enable uploading of custom photos by cardholders. The type of custom cards your financial institution implements — gallery, custom photo upload, or both — can help determine the interface provider your financial institution chooses.

Approvals for custom photo uploads can be managed by your third-party interface provider or directly by your marketing team. In-house approvals require that adequate staff members are in place to perform the approvals in a timely manner, and training is typically provided by your interface provider. If using a third-party provider, be sure to understand what the service-level agreement (SLA) is for image upload, approval, and availability.

Several card printing bureaus provide these types of photo card interfaces. From a central issuance workflow perspective, once a custom photo upload is approved, the photo transfers from your interface system to your card production environment. Gallery photos are preloaded in the card production environment so it's just a matter of managing small-batch custom photo jobs. In-branch gallery images work in much the same way, but as they are already approved designs, the cards are printed directly by a branch team member.





# CONSIDERATIONS FOR ON-DEMAND CUSTOMIZATION

(CONTINUED)



## Will you offer co-branded cards?

Partnering with retailers, local sports teams, charitable organizations, and community businesses can create affinity marketing programs. These collaborations can lead to potential revenue streams for your financial institution as well as your partners. All of these options can be included as part of your image gallery to delight your customers.



## Will you charge for gallery and/or custom photo cards?

It's not uncommon for financial institutions to offer gallery images on a complimentary basis to customers. In fact, some financial institutions have found the increase in number of monthly transactions more than pays for the programs — while also keeping cardholders engaged, happy, and loyal.

Other financial institutions have chosen to charge a fee for custom cards to help offset the cost of implementing customization or as a means of generating new revenue. Even when a fee is charged, one bank interviewed in the Aite report stated some of its customers are willing to pay to change their card image as frequently as two to five times a year.<sup>6</sup>



## How will customers know about your customized card program(s)?

To get the most out of customization, brand your program by naming it and raise awareness through advertising in print and digital platforms — on your website, in your branch, and through your social media channels.

Suggestions include:

- Advertising: print, television, radio, billboards and in-branch tabletops, posters, and pop-up banners
- Corporate social media platforms: LinkedIn, Facebook, Twitter, and Instagram
- Website content dedicated to the program as well as promotions on your homepage
- Speaking directly to your customers: card activation labels, card carriers, statements (both print and electronic), emails, and surveys

You can also host a contest for customers to upload photos to your image gallery — making them feel part of the process and more connected to your brand.

# CUSTOMIZATION BEYOND CARDS

Key findings from the Aite Impact Report support the idea that highly-personalized cards are more likely to be kept top of wallet and used more frequently. **But focusing exclusively on cards for on-demand customization could be a missed opportunity.** With print-on-demand customization capabilities, you can turn card labels and card carriers into powerful messaging vehicles that can help you make meaningful connections with customers and drive revenue growth.

## Card labels

Labels can be printed on demand with the cardholder's name, eye-catching background color, detailed images, a call-to-action, and offers to introduce cardholders to other products in your financial institution's portfolio. Customers are used to interacting with the label and removing it before card use — presenting an opportunity to reach cardholders with meaningful messages and offers on the most read real estate of the card package.

## Card carriers

Card carriers have come a long way thanks to technological innovations. They are far from the bland, black-and-white form letters they used to be, and they present an incredible opportunity since card carriers are less likely to be treated like junk mail. Today, carriers can:

- Feature personalized 1:1 marketing messages and eye-catching graphics printed on demand to cut through mail clutter and become golden real estate
- Utilize near edge-to-edge, dynamic full-color printing to grab customers' attention and engage them to read the carrier
- Cross-sell services and produce timely corporate sponsorships and QR codes that lead your customers to specific offers and promotions
- Be changed in real-time and offer amazing flexibility to update campaigns and promotional content faster — reducing turnaround time, preprinted stock, and waste



# EVALUATING SUCCESS

Of the financial institutions interviewed for the Aite Impact Report, some were strategic about their on-demand customization program goals and metrics — while others weren't. Financial institutions that didn't establish goals and metrics indicated their branch tellers were seeing genuine excitement when customers showed off their custom cards. That was enough proof that they made the right decision by implementing custom cards.

The financial institutions that measured key performance indicators (KPIs) didn't all use the same metrics to define success, but all saw positive results. Some key metrics you may want to consider for your program include:



**Increase in activation rates**



**Increase in number of card transactions — both debit and credit cards**



**Fees generated from custom cards (if a fee is charged)**



**Traffic to custom URL pages or QR codes printed on labels and card carriers**



**Percentage of cardholder adoption at key milestones**



**Survey results from participating and non-participating cardholders**

# TAKE THE NEXT STEP

## CUSTOMIZATION — A COMPETITIVE ADVANTAGE

With 40 percent of financial institutions currently offering custom cards<sup>5</sup>, there's plenty of room to implement an on-demand customization program to forge a competitive advantage. Or maybe your competitors already offer custom cards and you need to catch up.

Contact an Entrust card program expert at **888-690-2424** or **[sales@entrust.com](mailto:sales@entrust.com)** to start building your business case for on-demand customization programs. We have extensive experience helping financial institutions just like yours gain approval for and implement thriving custom card package programs.



### Corporate Headquarters

U.S. Toll-Free Phone: 888-690-2424  
International Phone: +1-952-933-1223

[info@entrust.com](mailto:info@entrust.com)  
[entrust.com](http://entrust.com)

1. Aite Group LLC, *Print on Demand: Driving Usage and Customer Retention Through Custom Cards*, August 2018
2. The Power of On-Demand Payment Cards and Personalization, George Wolbert
3. Boxever-Tnooz, *History of Personalization*, June 2015
4. Accenture, *Seeing Beyond the Loyalty Illusion: It's time You Invest More Wisely*, February 2017
5. Aite Impact report podcast, *Driving Card Usage and Customer Retention Through Custom Cards*.

Entrust is a registered trademark, trademark, and/or service mark of Entrust Corporation in the United States and/or other countries. Names and logos on sample cards are fictitious. Any similarity to actual names, trademarks, or tradenames is coincidental.

©2020 Entrust Corporation. All rights reserved. FS20Q4-On-Demand-Customization-Program-Key-Considerations-EB