



# HOW APIS ENHANCE MEMBERS' PREPAID EXPERIENCE

## Key Factors

API stands for Application Programming Interface and enables applications to talk to each other behind the scenes while users only see one interface. APIs streamline the access of data.

## Prepaid Benefits

When working with a prepaid program partner, credit unions can conduct sale and fund loading directly from their core system through an API integration with the partner's system

### SPEED

Especially important during the holiday season as gift card purchases increase, APIs improve service speed for tasks including:

- **Managing inventory**
- **Checking a card balance**
- **Real-time fund loading and reloading**

### MEMBER CONVENIENCE

When integrated with prepaid apps, APIs increase the flexibility of fund management. Prepaid cardholders can:

- **Reload cards and check balances in real time**
- **Order cards anywhere, anytime**

### FUTURE FORWARD

**>130M**  
Users of Open Banking  
Predicted by 2024\*

APIs lay the foundation for future innovations to advance the banking and prepaid experience for members. To compete with fintechs and third-party apps, credit unions will need to establish APIs.

Envisant understands the current and future benefits of APIs to credit unions. To learn how Envisant can help you with your prepaid strategy, contact us at **1-800-942-7124**.