

## 5 WAYS DIGITAL TECHNOLOGY CAN ENHANCE YOUR PREPAID PROGRAM

Competing within a constantly changing financial industry can be a challenge for credit unions. Fortunately, digital technology can lend a helping hand to your prepaid card program by smoothing operations, enhancing employee productivity, and augmenting card security for a great member experience.



### 1 AI VOICEBOTS:

Can inform members of additional products and services available to them for increased engagement

- Automated
- Personalized
- Saves staff time



### 4 MOBILE APPS

Enhances user convenience and control over card use and security

- Quick turn card on/off
- Monitor transactions to budget and spot fraud
- Easily add card to mobile wallet
- Deposit funds



### 2 VIRTUAL CARDS

Issued via email for digital use

- Issuance is faster and more cost-effective than plastic
- Add to mobile wallets
- Choose gift card delivery date



### 5 TOKENIZATION

Randomly generated tokens are shared in place of card details

- Adds another level of security
- Enables cards to be added to mobile wallets for seamless digital and in-person shopping



### 3 API

Streamlines the access of data for staff and cardholders

- Easier inventory management for credit union staff
- Check card balances and reload funds in real time
- Members can order cards anywhere, anytime



At Envisant, we're here to help you develop a strong prepaid marketing strategy. To learn more, contact us at **1-800-942-7124** or visit [www.envisant.com](http://www.envisant.com).