

August 23, 2017



Fiserv Tablet Technology Enables Secure Instant Card Issuance in Branch Differentiator for Financial Institutions

Instant Issue Advantage: Tablet helps build branch of the future today for First Alliance Credit Union

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv, Inc.](#) (NASDAQ: FISV), a leading global provider of financial services technology solutions, announced today the launch of its Instant Issue Advantage™ wireless tablet solution, putting instantly issued and activated cards in the hands of verified financial institution cardholders to begin using immediately.

According to the Channels and New Entrants results from [Expectations & Experiences](#), the quarterly consumer trends research from Fiserv, the physical branch remains resilient even as digital engagement in financial services intensifies. While access to the physical branch is still an expectation, with 44 percent of consumers citing the branch as their preferred method for standard daily transactions, consumers want a brick-and-mortar experience that merges with technology – and fits seamlessly into the way they live and manage their money.

“Consumers are requesting all of the pieces that build the branch of the future, and it’s up to financial institutions to put those pieces together,” said Tiffani Montez, Retail Banking senior analyst, Aite Group. “Instant card issuance is one service consumers increasingly expect, and with its wireless tablet solution, Fiserv further reduces waiting times for new cards and enhances the cardholder experience.”

Instant Issue Advantage wireless tablet technology enables a teller, such as those at First Alliance Credit Union, based in Rochester, Minn., to greet and verify member identity in the lobby then provide them with a tablet to conveniently access information and instantly receive a permanent MasterCard® branded EMV® debit card. Credit union executives have found Instant Issue Advantage: Tablet from Fiserv to be a particular differentiator. New and existing members no longer have to wait for a new card in the event they have just opened an account or theirs is lost or stolen, which has proven beneficial in attracting younger members and strengthening loyalty to the credit union.

“As the evolution to digital accelerates, we have a strong commitment to our multi-generational membership,” said David Schouten, vice president of Information Technology, chief information officer at First Alliance Credit Union. “Fiserv offers a real-time, integrated solution, helping us add a ‘wow’ factor and reduce costs associated with new card rush orders.”

“When people lose their debit cards, they can’t put their lives on hold for ‘within seven to 10 business days’ while they wait for a new card,” said Clifford Skelton, president, Output Solutions, Fiserv. “Their priority is accessing their funds where and when they want, and they expect financial institutions to stay in step and meet their needs in a rapidly moving world.”

Wireless connectivity enables in-branch movability and an enhanced, yet secure, experience for financial institutions and cardholders, including the move from PC-based software to a mobile tablet, improved functionality and same platform connectivity with Fiserv for instant card issuance, increased reliability and uptime of connections, and heightened security in moving data.

In a world that is moving faster than ever before, Fiserv helps clients deliver solutions that are in step with the way people live and work today – financial services at the speed of life. Learn more at TheSpeedofLife.com.

Additional Resources

- Meet Consumer Expectations Securely With Instant Issuance blog – <https://www.fiserv.com/blog/the-point/meet-consumer-expectations-securely-instant-issuance-blog.aspx>
- Instant Issue Advantage: Tablet – <http://test.fiserv.com/resources/instant-issue-advantage-tablet-brochure.aspx>
- As the Branch Transforms, Immediate Card Delivery Offers Instant Satisfaction, Point of View – <https://www.fiserv.com/resources/branch-transforms-immediate-card-delivery-offers-instant-satisfaction-pov.aspx>

About Fiserv

Fiserv, Inc. (NASDAQ: FISV) enables clients worldwide to create and deliver financial services experiences that are in step with the way people live and work today. For more than 30 years, Fiserv has been a trusted leader in financial services technology, helping clients achieve best-in-class results by driving quality and innovation in payments, processing services, risk and compliance, customer and channel management, and insights and optimization. Fiserv is a member of the FORTUNE[®] 500 and has been named among the FORTUNE Magazine World's Most Admired Companies[®] for four consecutive years, ranking first in its category for innovation in 2016 and 2017. For more information, visit fiserv.com.

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