



Giesecke+Devrient

Phygital Now

# Digital First: Elevating every payment experience



»G+D's Digital First solutions offer a secure, end-to-end banking experience throughout the customer life cycle.«

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»Banks need to learn what their customers want and develop solutions that fit into their customers' lives.«



## Placing customers' payment experience at the heart of your digital strategy

**As customers embrace digital approaches, from the way they live and work to the way they pay, banks and fintechs need to ensure that their services are fast, responsive, convenient, and secure.**

The number of customers turning to neobanks, whose primary offerings are through digital means rather than traditional 'bricks and mortar' retail branches is ever increasing. Analysts predict that users of neobanks will rise to 370 million by 2027<sup>1</sup>. That number doesn't even cover traditional bank's turn to offer digital services, or non-banking businesses such as BigTechs like Apple moving into the payments space. Simply offering digital banking and payments is not differentiating enough. Banks need to learn what their customers want and develop solutions that fit into their customers' lives. One path to realize these solutions is a Digital First approach.

### Digital First

Digital First is an important consumer trend in the payment ecosystem, and an integral part of the overall Phygital experience that has been growing progressively stronger. G+D's Digital First solutions offer a secure, end-to-end banking experience throughout the customer lifecycle, providing digitalized services that help any bank stand out in today's crowded financial services market.

The Digital First approach suits those financial institutions that want to provide extraordinarily convenient and seamless payment solutions, boosting activation, customer experience and credit and debit card transaction rates.

Successful banks and fintechs will adapt to this quickly changing, rapidly evolving ecosystem through speedy deployment of 'market-fit' technology; agile solutions designed to solve customer challenges, eliminate friction points, or unlock new banking possibilities when needed. Given the resource investment required in development and implementation, one way to do that is to work with the right partner.

Working together, banks and payment solution providers can keep pace with the rate of market and technological change and ensure that their 'Digital First' offerings remain relevant for every customer.

# 376m

users of neobanks  
expected in 2027.

<sup>1</sup> <https://www.statista.com/outlook/dmo/fintech/neobanking/worldwide>

Convenience:

# The right payment solution at the right time

How we live, work, shop and play is very different. Schedules are more complex; people have less time and are more often juggling more responsibilities.

With so many demands on our time and attention, it makes sense that convenience becomes one of the primary motivators of customer satisfaction, customer attraction and customer loyalty.

This is not news. Banks have known this market requirement for years and the rise of banking apps, online banking and mobile payments are testament to the move to meet these needs – needs that are still prime motivators for customers. A CX Network survey conducted in 2022 reveals that 75 percent of respondents note that customers want to use self-service channels when dealing with the financial institutions they do business with<sup>2</sup>.

With G+D, banks and fintechs can offer their customers increasing levels of convenience across the entire payment card issuance and payment processes. Whether it's instant access to a digital payment card within seconds of requesting an account with **Convego® Now**, to physical card activations with a simple tap on a mobile device with **Convego® tap**, to name just a few options. These solutions can revolutionize banks' offerings without the time and resource requirements needed to develop in-house, as they can integrate smoothly and modularly into existing digital offerings.

See pages 14-15 to learn more about these products, and G-D's wider Digital First solutions portfolio.

## 75%

of customers want to use self-service channels.

<sup>2</sup> <https://www.cxnetwork.com/cx-financial-services/articles/three-stats-that-show-why-banking-customers-want-convenience>



»Our solutions can revolutionize banks' offerings without the time and resource requirements needed to develop in-house.«



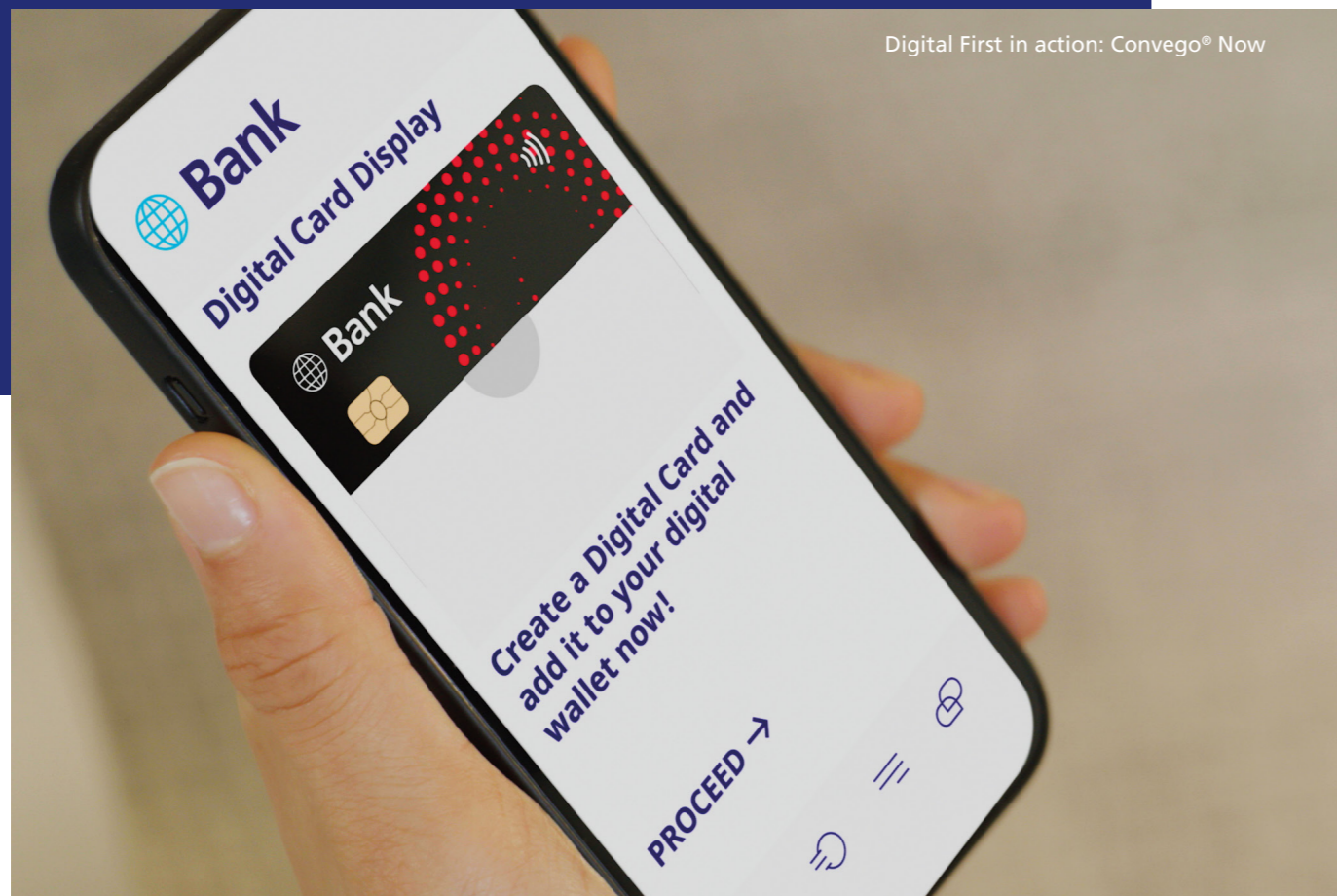
Digital First in action: Convego® tap



»There is a space for banks and fintechs to foreground personalization in their customer offering – and Digital First solutions can help banks and fintechs to make this move.«



Digital First in action: Convego® Create Consumer



Digital First in action: Convego® Now

Customization:

## Personalized solutions to fit into customers' lives

Beyond just accessing banking and payment services at a time and in a way that fits into their busy lives. Customers are increasingly looking for solutions that enable them to customize and configure their financial services.

Today's customers want not only solutions that feel that they are designed with their specific needs in mind, but they're also looking for the ability to easily configure solutions to match their personality and preferences. They're looking for a personal connection. Enabling this can provide banks with more customer buy-in, increased loyalty and that all-important 'top-of-wallet' effect.

According to BCG, 70% of customers 'want their bank to be as personalized as Amazon or a personal shopper'<sup>3</sup>. However, Forrester Consulting found that just 14% of customers felt that their banks 'provided contextually relevant experiences'<sup>4</sup>. Therefore, there is a space for banks and fintechs to foreground personalization in their customer offering – and Digital First solutions can help banks and fintechs to make this move.

Working with G+D, banks and fintechs can extend personalized, customized solutions, products and experiences tailored to their lives. **Convego® Create Consumer** enables banks to offer a personalized payment card designer right in their mobile app or banking platform, and **Convego® Relate** makes individualized card carriers and messaging to cardholders available, whether delivered physically or digitally. These carriers can have rich video media embedded and truly personalized offers that match customers spending habits, for example.

See pages 14-15 to learn more about these products, and G+D's wider Digital First solutions portfolio.

# 30%

of global banks will use relevant and responsible personalization as a key differentiation weapon to create loyal clients by 2024<sup>5</sup>.

<sup>3</sup> <https://www.bcg.com/publications/2019/what-does-personalization-banking-really-mean>  
<sup>4</sup> <https://blend.com/blog/thought-leadership/personalization-in-banking/>  
<sup>5</sup> IDC

Secure, convenient control:

# Protecting payments and empowering customers with control of their payment data

When it comes to payments, security is at the top of many customers' lists of concerns.

Customers are looking to understand and control who has their payment details, and for what purpose. 70% of customers would 'prefer to use a payment method that doesn't require sharing their financial details'<sup>6</sup> – which to some extent explains customers' enthusiastic embracing of payment wallets and similar solutions.

Digital payments are fast, easy, and convenient, but keeping these payments secure can often impact that convenience as authentication and security protocols can add extra steps to a payment process. Balancing protection and convenience are the crucial equation for customers, merchants, and payment solution providers alike. Fraud and security concerns are on the rise with more than 55% of customers expressing 'more concern about online payment fraud in 2022 compared to the previous year'<sup>7</sup>.

G+D can help banks and fintechs secure their customers online payments, without sacrificing convenience along the way. **Convego® AUTH-U** offers comprehensive, cutting-edge multi-factor authentication, smoothly integrated into their mobile apps and digital estate, and secured with the simple convenience of biometric authentication. When it comes to helping customers manage their payment relationships, **Convego® Token Cockpit** enables provisioning and management of payment tokens across multiple payment wallets and merchants with just a couple of taps, all integrated seamlessly into their mobile app.

See pages 14-15 to learn more about these products, and G+D's wider Digital First solutions portfolio.

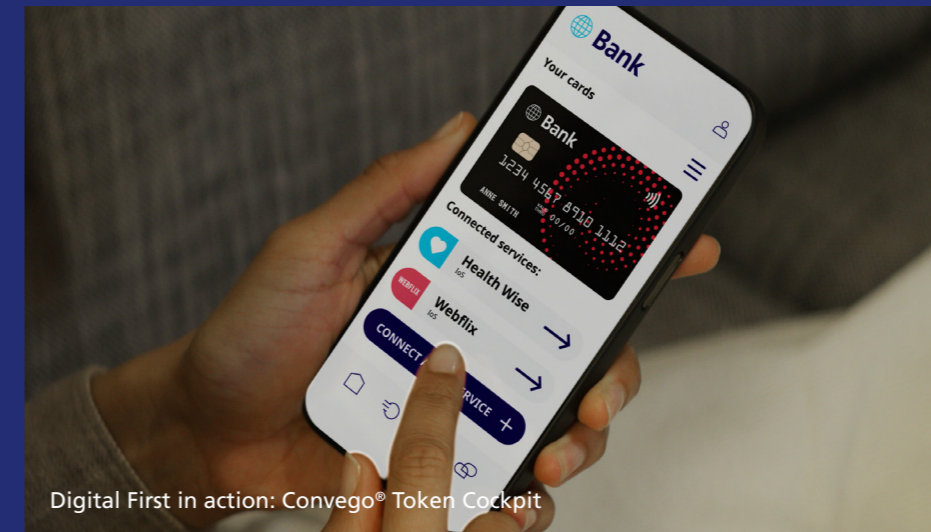
## 73%

of consumers say that multi-factor authentication makes their payment feel secure.

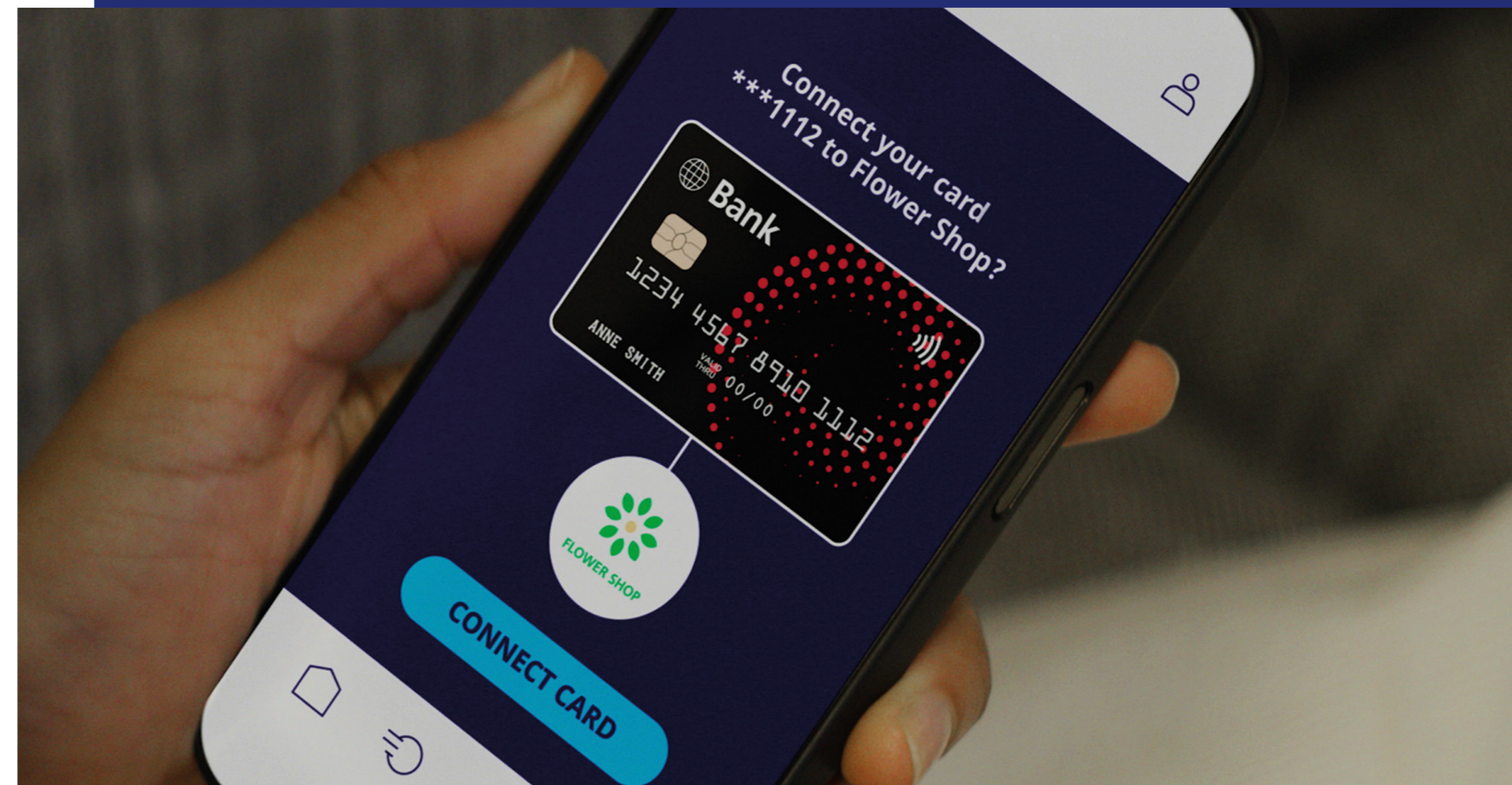
<sup>6</sup> <https://www.statista.com/statistics/1381671/consumer-attitudes-on-online-payment-security-worldwide/>

<sup>7</sup> <https://www.statista.com/statistics/1381671/consumer-attitudes-on-online-payment-security-worldwide/>

»G+D can help banks and fintechs secure their customers online payments, without sacrificing convenience along the way.«



Digital First in action: Convego® Token Cockpit

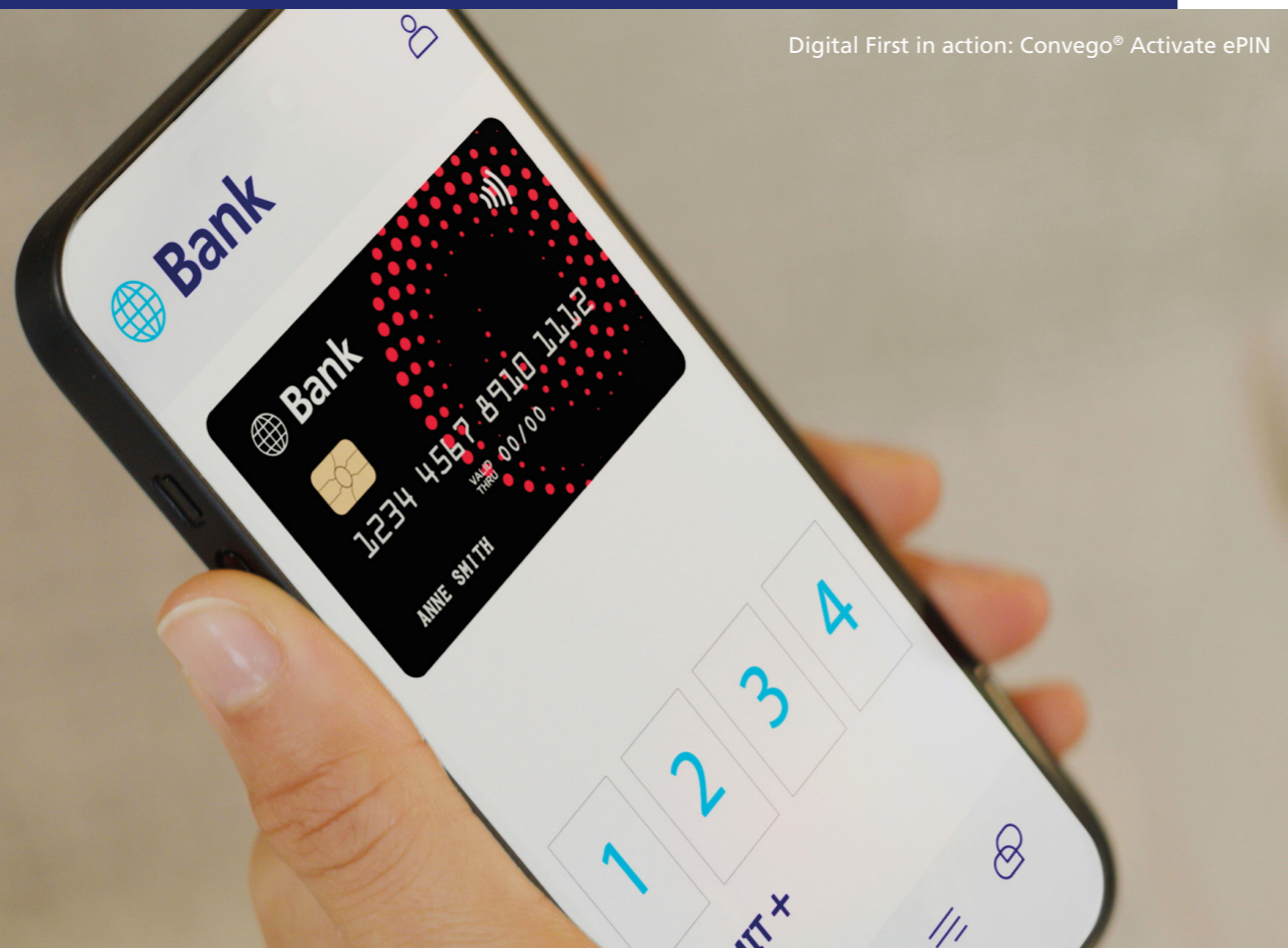




»Slow and complex transactions have plagued e-commerce – but phyigital solutions are emerging to solve this problem.«



Digital First in action: Convego® Now



Digital First in action: Convego® Activate ePIN

Right here, right now:

## Accelerating availability of payment solutions

The flip side of convenience is speed. Customers not only expect access to their banking services whenever and wherever they need, they also expect faster or instant access to payment services.

With e-commerce platforms offering same or next day delivery, for example, customers are no longer content to wait for their payment card to be posted before they can begin to use it. Adopting a Digital First approach to issuance can help banks and fintechs meet this desire for faster access to payment services. The use of digital wallets and virtual cards, for example, has exploded worldwide over the past few years. McKinsey report that 62% of people in the USA use two or more digital payment methods in 2022, with 30% intending to use 3 or more different methods<sup>8</sup>.

The traditional issuance experience is out of sync with this expectation of rapid, instant access. Typically, customers might have to wait for their card and PIN number to arrive in the post – which would arrive separately and could take anywhere up to two weeks to arrive. Then, customers would typically

have to call their bank to activate their card before they can use it – all before they make a single payment. Digital solutions can potentially sidestep all these delays.

G+D's Digital First solutions can accelerate the path from new customer acquisition to first transaction. Our smart **Convego® Connect API** solutions can not only issue the customers' PINs digitally, but it can also easily be plugged-in to your logistics processes and enable you to provide real-time updates for physical card production status. Whereas **Convego® Now** offers a **Digital Card Display** version of the payment card so customers can begin to pay immediately.

See pages 14-15 to learn more about these products, and G+D's wider Digital First solutions portfolio.

# 72%

of customers feel that banks providing options to make payments more quickly is important<sup>9</sup>.

<sup>8</sup> <https://www.mckinsey.com/industries/financial-services/our-insights/banking-matters/consumer-trends-in-digital-payments>  
<sup>9</sup> G+D research

Digital First

# Smart solutions to elevate every payment experience

From rapid issuance to secure authentication, G+D's portfolio of Digital First solutions ensures every part of the issuance and payment experience is easier, more personalized, and more convenient:



### Convego® AUTH-U

With Convego® AUTH-U, authentication feels invisible yet entirely secure – all you need for strong customer authentication is a touch of a thumb or a glance at a camera.



### Convego® Now

With Convego® Now, we bring digital and physical card issuance together. Our solution enables issuers to issue a digital card display when the physical card is on its way to their customers.



### Convego® Activate

Issuing a card means nothing if it is not activated and used. Convego® Activate helps you to make the activation process as easy and unhampered as possible for your customers.



### Convego® CloudPay HCE

G+D's mobile payment solution has been conferred the Platinum Award in the Best Digital Wallet category sponsored by Juniper Research. With its easy implementation and simple scalability, it has the potential to win your consumers' hearts.

### Convego® Create Consumer

Like every card program, every customer is unique. That's why we provide you and your customers with powerful tools to create the card they like.



### Convego® Relate

Brand loyalty and brand awareness involves taking control of every aspect of customer communication. Our Convego® Relate product family offers a variety of tailored services to make your customization adaptable to individual customers on physical and virtual channels.



### Convego® tap

This convenient solution allows your cardholders to continue relying on the card that they already have at hand. Strong Customer Authentication use scenarios can be accessed with a single tap on their mobile device.



### Convego® Service Broker

Service Broker is a tokenization service aggregator, enabling you to effortlessly integrate with a multitude of token service providers as well as a diverse variety of wallet providers, merchants, and devices.



### Convego® Token Cockpit

Enhance the capabilities of mobile wallets by empowering customers with visibility and control over their digital payment credentials. Creating a compelling mobile wallet experience enables banks to remain at the core of their consumers' digital universe.



Onboarding

Issuance

Activation

Usage



G+D

# Your ideal Digital First partner

Leverage our over 170 years of passion for payment technology to deliver outstanding, convenient, and secure digital solutions for your customers.

Whether your firm is a brand-new fintech, an established banking organization or anything in between, G+D's experience and expertise can help you elevate your digital experience creating convenient, integrated, and secure solutions:

- We have worked with all types of organization, from large to small, and we have the resources to deliver.
- With over 20 production and personalization centers located around the world and a presence in 33 countries, we can help you no matter where you are located.
- Our infrastructure is second to none – we ship over 500 million payment cards for our clients every year and over the past five years we have enabled more than 20 million virtual payment cards – again all over the world.
- We have the expertise to take on complex of digital transformation projects.

## Market-leading expertise

Thanks to our breadth of experience, quality of our solutions and market understanding, our Digital First portfolio has been celebrated in the wider market as industry-leading. Mastercard have recently qualified G+D as a Digital First Integrator in their Elevate program – their curated directory of trusted and qualified technology partners covering the Digital First arena.

Similarly, in their recent Modern Card Issuing Platform report, Juniper Research have listed G+D as a top 5 vendor, describing us as an 'established leader' in this space.

So, no matter how complex your needs, or how you want to deliver sophisticated digital solutions, G+D can help.

# 1852

Established.

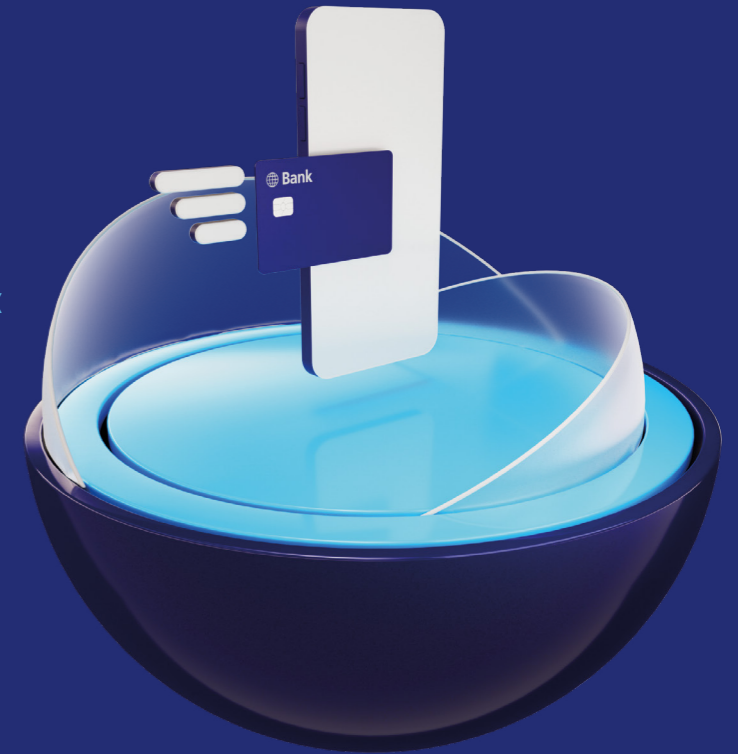
# 500m+

payment cards shipped per year globally.

# 33

presence in 33 countries.

»In their recent Modern Card Issuing Platform report, Juniper Research have listed G+D as a top 5 vendor, describing us as an 'established leader' in this space.«





# Creating confidence

Giesecke+Devrient (G+D) is a global security technology provider headquartered in Munich, Germany. Founded in 1852, the company has a workforce of 12,600 employees and generated sales of EUR 2.53 billion in the 2022 fiscal year. A total of 103 subsidiaries and joint ventures across 33 countries ensure customer proximity worldwide.

Engineering trust through technology is G+D's core area of expertise. As a trusted partner to customers with the highest demands, G+D secures the essential values of the world. We develop customized technology in four major playing fields: payment, connectivity, identities and digital infrastructures.



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