



IDEMIA PayCheck October: Blending the physical card and the smartphone

Insights into recent developments in the payment eco-systems, and examples how card issuers can leverage these trends

PAYMENT

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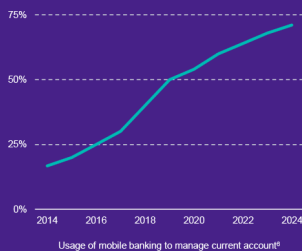
IDEMIA PAYCHECK NEW CUSTOMER JOURNEYS

We are currently witnessing how the smartphone and the physical payment card blend into an integrated consumer journey. An illustrative case is the Apple Card and the Wallet app¹. The user applies for the card via the app¹. Once approved, the user can then enjoy very user friendly notifications (for example showing where card transactions were done on a map²), the card balance is presented in an intuitive way³ and can be paid from a web interface³, reporting suspicious transactions¹ or (temporarily) locking and unlocking the card can be done with a few taps in the app¹.

BLENDING THE PHYSICAL CARD AND THE SMARTPHONE

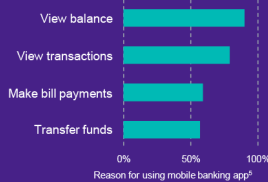
16%

Annual growth rate in mobile banking users 2014 - 2024⁶



79%

4 customers out of 5 use their mobile banking app to view card transactions⁵



Sources: ¹<https://www.apple.com/apple-card/features/>, ²<https://support.apple.com/en-us/HT209226>, ³<https://support.apple.com/fr-fr/guide/apple-card-web-servicing/df5e41667/web>, ⁴<https://support.apple.com/en-us/HT209434>, ⁵US customers, Statista, ⁶UK customer, CACI



Enables banks to create a seamless and convenient consumer journey, blending the trusted and ubiquitous physical card with the interactivity of the smartphone

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IDEMIA CARD CONNECT

The card is activated by just opening the mobile banking app and tapping the card to the smartphone



SMART PIN

The card's 4-digit PIN sent to the consumer's smartphone via SMS or within the mobile banking app