



CUSTOMER PROFILE

With 287 branches worldwide and \$76 billion in assets, Navy Federal Credit Union offers a wide range of services to its millions of members – serving Department of Defense and Coast Guard Active Duty, as well as civilian and contractor personnel and their families.



NAVY FEDERAL CREDIT UNION ENHANCES DEBIT CARD USAGE AND INCREASES MEMBER SATISFACTION WITH INSTANT ISSUANCE

CHALLENGE: Navy Federal Credit Union wanted to enhance convenience for its members, drive service levels and increase member satisfaction with a scalable in-branch instant issuance solution.

SOLUTION: An EMV instant issuance program featuring the Datacard® CardWizard® issuance software, Datacard® CE870™ instant issuance systems with associated supplies and On-Call services.

RESULTS: Following a successful global pilot program, Navy Federal has deployed EMV instant issuance to all of its 287 branches worldwide; and has since seen an increase in debit card usage and transaction rates, as well as member satisfaction levels.

"Entrust Datacard's instant issuance service has allowed Navy Federal to greatly improve our member experience. Not only have we been able to provide an invaluable convenience to our members, but it has also helped us reduce costs, which also ultimately helps benefit our members."

- Molly Steele, AVP Debit Cards, Navy Federal Credit Union

Increased
Member
Satisfaction
Levels

Shortened Days
to First Usage
by 10 days

Increased
Sustained Debit
Card
Transaction
Volume

Featured Products

- The world's best-selling instant issuance software – Datacard® CardWizard® software – is designed to enable EMV instant issuance of permanent, personalized debit cards.
- The Datacard® CE870™ instant issuance system offers the flexibility to issue a variety of embossed card types in a wide range of formats.
- With the Entrust Datacard On-Call services offering a technician is dispatched to the customer location upon request.

Aligning Strategic Goals

Navy Federal Credit Union is the world's largest credit union with over \$76 billion in assets, 6 million members, 287 branches, and a workforce of over 13,000 employees worldwide. The credit union serves all Department of Defense and Coast Guard Active Duty, civilian and contractor personnel and their families. Committed to delivering exceptional member experiences and service levels since 1933, Navy Federal Credit Union's vision remains focused on 'Being the most preferred and trusted financial institution serving the military and their families.'

Navy Federal Credit Union continually looks for innovative ways to enhance service levels and provide members a "wow" factor. In addition, because the credit union services military and defense personnel, it was important to provide convenient services as some were deployed overseas and/or they needed a new or replacement card in a matter of a short period of time.

In order to meet these expectations and to continue to focus on enhancing member experiences and reduce costs, Navy Federal chose to implement an instant card issuance program.

Program Roll-Out & Results

Navy Federal began their instant card issuance pilot program in 2014 by implementing the Entrust Datacard instant issuance solution in 9 strategically-placed branch locations. After three months into the pilot, the credit union began rolling out the program to its remaining branch locations—targeting 60-70 branch

installations per month—to get to a full branch rollout by the end of that same year.

Since implementing instant issuance, Navy Federal members have been thoroughly impressed with not having to wait the typical 5-10 days to receive a card in the mail, and member service representatives (MSRs) are delighted to offer this service to their members. By not having to mail as many cards out to its members, Navy Federal has also been able to reduce operating and mailing costs.

In addition, the credit union has consistently seen an increase in debit card usage and transaction volume on their instantly issued cards compared to mailed cards – shortening days to first use by 10 days and increasing transaction volume by more than 10 transactions in the first 30 days.

And, as of June 2016, Navy Federal has also finished migrating all of its branches over to offer EMV instant issuance capabilities as well – giving its members added security with chip-enabled cards.

Future Plans

As Navy Federal continues to open new branches globally, each features instant issuance. The full branch rollout includes 287 locations and that footprint will continue to increase as they expand.



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