ENTRUST DATACARD
CASE STUDY

NIC ASIA BANK ISSUES 2,000+ CARDS PER DAY WITH ENTRUST DATACARD INSTANT ISSUANCE SOLUTION

CHALLENGE: NIC ASIA bank was rapidly expanding with new branches and more customers, yet its third-party debit card production partner took up to a month to issue new debit cards. The bank switched to an in-house card production process to get cards to customers faster and contend with a looming EMV chip card mandate, but large, inefficient systems did not resolve card issuance delays.

SOLUTION: Entrust Datacard and local partner Lead Enterprises Pvt. Ltd., teamed up to provide compact Datacard® FP65i™ Financial Card Printers and Datacard® CardWizard® Issuance Software.

RESULTS: NIC ASIA Bank can now produce up to 2,000-plus cards per day, which has decreased card turnaround time, improved customer satisfaction rates and enabled quick EMV chip card issuance — while saving the bank three million Nepalese Rupees.

CUSTOMER PROFILE
NIC ASIA Bank is one of the largest private sector commercial banks in Nepal in terms of capital base, balance sheet size, number of branches, ATM network and customer base. It has 255 branches, 14 extension counters, 15 branchless banking locations and 242 ATMs across Nepal.

KEY CHALLENGES
• Existing process could not keep up with customer demand
• Customers were waiting over a month for new cards

TECHNOLOGY
• Datacard® FP65i™ Financial Card Printers
• Datacard® CardWizard® Issuance Software

Outgrowing Existing Card Issuance Capabilities
With locations and customers in all financial centers of Nepal, NIC ASIA Bank performs approximately 25,000 transactions per day. The bank was issuing 500 new or replacement financial cards per day. With recent expansion, the bank added 120 new branches and onboarded more than 500,000 new customers, which dramatically increased the demand for new debit cards.

However, the third-party service provider the bank relied on to produce its debit cards couldn’t keep up with demand. Customers typically had to wait up to a month to receive a debit card after opening an account or requesting a new card. The bank also faced a regulatory directive from the Nepal Rastra Bank that all magnetic stripe cards had to be replaced with EMV chip cards — and NIC ASIA Bank was behind schedule.

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The bank decided to bring on an in-house card issuance process to speed up debit card issuance and provide customers new EMV chip cards. However, the two competitive systems intended to issue cards from a centralized location were not built for the task. They consumed a large amount of space in the bank's dedicated card personalization area and the systems could not accommodate instant issuance, which meant continued delays in providing debit cards to customers.

Realizing the Entrust Datacard Advantage

To take its card issuance capabilities to the next level and get debit cards in customers' hands faster, NIC ASIA Bank knew it needed a more robust system with world-class instant issuance functionality. The bank also wanted a system backed by a global leader in card personalization.

The bank issued a RFP to find the right instant issuance system provider. Local Entrust Datacard partner, Lead Enterprises Pvt. Ltd, was one of the primes that proposed an end-to-end EMV solution. They worked with Entrust Datacard to develop an approach to provide the right features for NIC ASIA bank — at the right price.

In the end, Entrust Datacard and Lead Enterprises Pvt. Ltd. had the winning solution. The solution included two compact FP65i™ card printers and CardWizard® issuance software. The team provided two support engineers on site for three full days of implementation and conducted training with the bank's system administrators and end users. Once the installation was complete, the bank performed a successful user acceptance test on personalized cards.

This complete solution is highly suited to markets like Nepal because it's affordable, easy to handle, maximizes uptime and requires little maintenance. Post implementation, the solution can be easily handled by non-technical staff.

New Solutions Lead to Significant Savings

With the new instant issuance solution in place, card turnaround times significantly decreased and customer satisfaction rates dramatically improved. Given the success of the program in the centralized location, the bank intends to extend the solution to the branch level and shift to a distributed issuance model.

The bank has a business target to sell more than 300,000 in new cards. With its new robust instant issuance system, the bank expects to achieve this target. Between the two FP65i printers, the bank has the capacity to produce 2,000-plus cards per day. Along with producing cards as usual, the bank also addressed the regulatory requirement to issue EMV chip cards in a short time frame. Within a month of implementing the solution, the bank delivered 50,000 chip cards to its various branches.

These efforts have resulted in an expected savings of three million Nepalese Rupees for NIC ASIA Bank.

Why Entrust Datacard?

"The Entrust Datacard solution has been very impactful and we have been amazed to see the performance of these machines — which was beyond our expectations."

Manoj Ghimire
Officer Digital Channels’ Support
NIC ASIA Bank