

# Simplify Cardholder Conversion to EMV with Specialized Contact Center Support



*Industry experts estimate that there will be **900 million EMV chip cards issued in the U.S. by 2016.**<sup>1</sup>*

*Consumers will likely have many questions and contact their financial institutions for answers about the change.*

*Is your organization ready to respond?*

Harland Clarke's goal is to make the transition to the new EMV chip cards as smooth as possible for you and your account holders. Our Chip Complete™ is a turnkey EMV solution that includes card manufacturing and personalization, issuance, training and education, design and marketing communications.

Available as part of Chip Complete's optional training and education or as a stand-alone service, Harland Clarke's EMV Contact Center Support educates account holders on the new chip cards, explains card features and benefits, and encourages them to actively use the card. We offer both inbound and outbound call support.

#### **Efficient Management of Card Holder Inquiries**

As with any new product, cardholders are likely to have questions about their EMV chip cards. They will be directed to our dedicated toll-free number, where a team of EMV chip card specialists provides information on your institution's new cards, including features and benefits.

#### **Maintain Service Levels During Card Reissue**

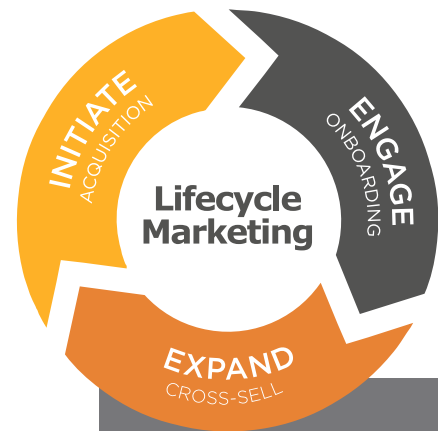
Our EMV Contact Center Support solution enables you to maintain service levels for all account holders, while providing high-touch support specifically for those transitioning to EMV chip cards.

### Frequent Monitoring of Program Response

We provide weekly reports on calls handled so that you can track call volumes and cardholders' questions regarding their cards.

### Professional Support on Account Holders' Schedules

Our hours of operation extend beyond the 9-5 workday schedule. So, cardholders can reach out when it is most convenient for them.



*Harland Clarke's Lifecycle Marketing Solutions — powered by advanced analytics, insightful data and award-winning creative designs — drive engagement and profitability at every stage of the account holder relationship.*

*Through effective acquisition, onboarding and cross-selling strategies, we help our clients achieve primary financial institution status with their account holders.*

#### **Acquisition**

Reach prospects with targeted, effective communications that encourage new account openings and set the foundation for strong relationships

#### **Onboarding**

Use relevant account holder data to deploy multichannel communications that effectively transition new account holders into satisfied, loyal customers

#### **Cross-sell**

Increase the number of household products to capture full profit potential

To learn more about Harland Clarke's  
**Chip Complete** solution,  
call 1.800.351.3843,  
email us at [contactHC@harlandclarke.com](mailto:contactHC@harlandclarke.com)  
or visit [harlandclarke.com/ChipComplete](http://harlandclarke.com/ChipComplete).