



Valued at €18bn in 2006, the European prepaid market is expected to increase by 45% per annum to €79bn in 2010, with card volumes up from around 45m to 374m over the same period.

Extract from the "Prepaid Services – Innovation for competitive advantage", published by First Data International in 2007



The Credit Union movement in Ireland can now offer its members the opportunity to purchase Prepaid Debit Cards for a variety of purposes. While the prepaid market is well established in the UK and US where it is also available from some Credit Unions, there is as yet no comparable prepaid offering in the Irish market.

The CU plus branded Prepaid Debit card is a fully functional MasterCard which can be used by members worldwide for any ATM or POS (Point of Sale) transactions. This includes the use of the card for internet transactions, phone bookings, etc. as well as the normal POS and ATM transactions in Ireland or abroad. Importantly this service does not require the availability of any of the other PSCubed services and can operate without the member having to open a CU Current Account.

There are two versions of the card available – one allowing for full ATM and POS transactions, and another which will only allow POS transactions. Initially, the card will be available in Euro, Pounds Sterling or US Dollars.

The Prepaid Debit card offers an opportunity for those members who do not have "plastic" to avail of services which normally require some sort of card number for bookings etc. It also provides a more secure method of doing business on the internet or remotely, for those members who have existing credit cards but who may not want to divulge their credit card details.



There are several markets where the Prepaid Debit Card offers a unique opportunity to provide members with a valuable service:

- **Electronic Gift Card:** The card can be given to someone as a gift by a member, providing greater flexibility for the recipient in how the gift is spent.
- **Travel Money Card:** A prepaid travel card is an ideal replacement for travellers cheques, cash and cards, providing increased utility, security and budgeting capabilities. In addition, since the card can be topped up, it is also possible to send additional funds to someone travelling abroad when using the prepaid card.
- **Youth Card:** By providing control for parents, with flexibility and usability for the bearer, the Prepaid Debit Card is an ideal way for members to provide regular and ongoing payments to children away from home, giving them a secure and flexible way of spending.
- **Internet Purchasing Card:** Many people are wary of making internet purchases using their standard debit or credit cards. A Prepaid Debit Card offers a viable and secure alternative whereby the value on the card can be loaded only when required for making internet purchases. Otherwise, all transactions will be refused since there will be insufficient funds on the card.
- **Loan Disbursement:** The Credit Union may utilise the cards for the disbursement of general purpose loans (e.g. back to school expenses, Christmas expenses, etc.), where the card can replace cash or cheque disbursement.
- **Money Transfer.** For members who are non-nationals, the Prepaid Debit Card offers a flexible, secure and inexpensive way for facilitating the transfer of money to their home country.

The central support unit will assist both the Credit Union staff and Members themselves in the day to day operation of the cards. If a Member has a query, they may either contact their Credit Union or the Central Support Unit (during normal office hours). Outside of these hours, certain queries (e.g. lost and stolen) will be handled by a 24/7 call centre. The following card management operations will be supported:-

- **Lost and stolen** – where the card is immediately blocked to all transactions worldwide and, if necessary, a new card is issued to the member,
- **Pin reset** – where the member has forgotten his PIN, this can be reset and a new PIN issued to the member,
- **Pin Unblock** – where a member has input an incorrect PIN too many times the card is blocked. This block can only be removed by either the Credit Union or the Central Support Unit.
- **Card Cancellation** – where a card is no longer required by a member the card may be cancelled. The cards will normally expire within 3 years of issue.
- **Card Block/Unblock** – Where a member has mislaid a card or otherwise wants to block a card, this can be done via either the Credit Union or the Central Support Unit. Similarly, the card can be unblocked on request.
- **Top Up** – the value on the card can be topped up in several ways – at the Credit Union counter, via Electronic Payment, from a Credit Card or over the Internet Banking Service if the Member has a CU Current Account with an available balance.

Security questions and other measures will be used by both the Credit Union and the Central Support Unit in order to verify the identity of the member/card holder before any card management operations are undertaken.

In addition members can view their transactions via the Internet (so long as the Internet Banking service is implemented),

## What is needed to have this product available in my Credit Union?

### In order to start using Prepaid Debit Cards you need to:

- Sign up for the Service with PSCubed,
- Decide how you will roll out this product to your members.
- Decide on any charging structures, if appropriate, that you wish to apply for members using Prepaid Debit Card transactions,
- Decide on any other services that you may wish to implement with this service such as ATM/Debit Card, Web Transaction Banking, CU Current Account, etc.\*

\* See separate Fact Sheets on these services for full details.

### PSCubed will undertake the following:

- Installation of computer equipment and network connection with the central service using Eircom's BIP Reach network,
- System Configuration according to business needs as defined above,
- Relevant Staff training,
- Assistance in product implementation
- Provision of full procedures to the Credit Union for the operation of the service,
- Provision of ongoing support and access to a central support unit for any business process support

## Frequently Asked Questions

### Q. How long does it take to implement this service?

A. Once a Credit Union has signed for the service it usually takes about 3 to 4 weeks to get the service implemented. There is no hardware, infrastructure or other requirements except the availability of a Broadband Internet Connection in the Credit union offices.

### Q. How does the Prepaid Debit Card compare to the normal ATM/Debit Card?

A. The prepaid card is just that. The member has to transfer money onto the card before it can be used. In the case of the ATM/Debit card the amount available on the card is driven by the balance on the account and/or the daily transaction value limit.

### Q. How long does it take to get a Prepaid Debit Card issued to a member?

A. Once a member has ordered the card, it will take a maximum of 10 working days for the card to reach the member or the designated bearer by post.

### Q. What appears on the front and back of the Debit Cards?

A. The front of the Debit Card will have the CU plus logo, along with the MasterCard symbol, and a hologram. Each card will have the member's name and the Credit Union's name along with the card number and the expiry date. The member can also select a short piece of text to appear on the front of the card alongside the Credit Union name (e.g. "Internet", "Travel", etc). The back of the card will have a signature panel and the additional CCV2 security number. There will also be contact details for the central support centre.

### Q. What security features are on the Prepaid Debit Cards?

A. The CU Plus Prepaid Debit Card has full chip and pin security. In addition when transactions are processed there is an anti-fraud check to trap fraudulent use of the card – e.g. unusual transactions or a large number of small transactions. In such cases the transaction will be refused by the card processor and the Credit Union / Member can be notified automatically.