



The movement needs to enhance the range of services to our members and develop new, flexible, responsive and modern modes of delivery for an enhanced product portfolio.

Extract from the "Credit Union Movement Strategy and Action Plan", published by ILCU in April 2007



The Credit Union movement in Ireland is at a crossroads and will, over the coming years, need to offer new services in order to retain its existing members and to grow its membership base. One of the key services that will drive this is the provision of fully functional ATM/Debit cards. Once a Credit union has implemented the Credit Union Current Account service, the full ATM/Debit card functionality can be added to provide members with services matching those provided by any of the other main financial institutions in Ireland.

The CU plus branded ATM/Debit card is a fully functional MasterCard Debit card which will allow your member to use the card worldwide for any ATM or Point of Sale (POS) transactions. This includes the use of the card for internet transactions and phone booking as well as the normal POS and ATM transactions in Ireland or abroad.

The key aspects of this service from the Credit Unions perspective are as follows:-

- Allows for the provision of fully functional ATM/Debit cards to your members. This does not require the Credit Union to implement its own ATM machines with all the attendant headaches of cash management and security as well as the cost,
- Cards can be used worldwide for ATM and POS transactions,
- Card transactions are linked in real-time with the member's CU Current Account, thus ensuring proper credit risk management and transaction monitoring,
- Members can view their transactions via the Internet (so long as the Internet Banking service is implemented),

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 then they may contact either 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 be removed either by the Credit union or by the Central Support Unit.
- **Card Replacement** – where a card has become unusable, a replacement card can be ordered. An automatic card replacement is ordered whenever a card is nearing its expiry date.
- **Card Block/Unblock** – Where a member has mislaid a card or otherwise wants to block a card, this can be done either via the Credit Union or the Central Support Unit. Similarly, the card can be unblocked on request.

Security questions and other measures will be used by the Credit Union and the Central Support Unit in order that the identity of the caller can be verified before any card management operations are undertaken.

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

In order to start using ATM/Debit Cards you need to:

- Sign up for the Service with PSCubed,
- Have already signed up for the CU Current Account Service,
- 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 ATM/Debit card transactions,
- Decide on any other services that you may wish to implement with this service such as Prepaid Debit Card, Web Transaction Banking, etc.*

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

PSCubed will undertake the following:

- Configuration of card systems and liaison with card processors in setting up the Credit Unions on their systems
- 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, and, assuming that the CU Current Account service has already been implemented at the Credit Union, it usually takes about 4 to 6 weeks to get the service implemented.

Q. How does this ATM/Debit card compare to those offered by other financial institutions?

- A. This ATM/Debit card operates exactly like the ATM/Debit cards provided by the other main financial institutions in Ireland. The card can be used for ATM and POS (Point Of Sale) transactions worldwide.

Q. How long does it take to get an ATM/Debit card issued to a member?

- A. Once a member has a CU Current Account, it will take a maximum of 10 working days for the card to reach the member by post. In reality, experience has shown that this can be as low as 5 or 6 working days.

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 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 Debit Cards?

- A. The CU plus ATM/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 normally be refused by the card processor and the Credit Union / Member can be notified automatically.

Q. Why is there no Laser branding on the card?

- A. The Laser network is purely a national network, only available in Ireland. With the advent of SEPA payments and the consolidation of the payments infrastructure across Europe, these national systems will become redundant in the next few years. There is no loss of ATM or POS capabilities through not having the Laser brand and indeed in future the other financial institutions will also be dropping the Laser brand.

Q. How long does it take for the transactions to hit the CU Current Account?

- A. The service operates in real-time mode. The individual transactions are authorised by the card processing centre, using a real time balance which is maintained by them. Any transaction executed on the account at the credit union offices, or by the member using the Internet Banking service, is immediately notified to the card processor so that the balance can be updated. Any transactions executed by the member using the card (ATM and POS) are immediately notified to the central server and the balance on the members account updated.