Boost your customer experience while cutting fraud and your carbon footprint.

Why Thales?

Don't just take our word for it. Thales Gemalto Digital PIN has been recognised and certified for innovation and security, including the following accolades:

- Success in numbers
  - 3 months or less to implement this end-to-end service
  - 20% saving on existing PIN mailer budgets
  - 20% rise in the amount of cards activated
  - 100% PIN digitalisation rate achieved by Thales' customers

If the PIN can't be delivered, the service includes a fallback feature to send it by post.

The Thales Gemalto Digital PIN service provides full reports on the PIN activity.

Thales Gemalto Digital PIN allows banks to track the status of the PIN delivery to the end user.

Thales Gemalto Digital PIN lets customers access or even define their PIN instantly, wherever they are, through digital channels.

This means:
- Increased convenience
- Increased satisfaction
- Lower carbon footprint

Reasons to dematerialise PIN mailers
- SUSTAINABLE DEVELOPMENT: Go paperless and reduce your carbon footprint
- DIFFERENTIATION: Stand out from the crowd and be a technology champion (and raise your app/web traffic!)

How do you keep track of your PIN?
- How do you choose your PIN?

How do you choose your PIN?
- 13% have a combination of numbers and letters
- 1/10 use their birthday
- 18% use a repeated combination
- 1/10 use their birthday
- 1/3 have given their PIN to a friend
- 13% admit that their partner knows their PIN

How safe is your PIN?
- Keep a written copy of their PIN in their wallet
- Have given their PIN to a friend
- Admit that their partner knows their PIN

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www.thalesgroup.com