

# Value Added Service: Cardholder Alerts

Today's consumers demand instant access, speed and convenience. Research shows that consumers are more likely to go out without cash than without their mobile phone. This provides you with an ideal communication channel to reach your cardholders. Our cardholder alerts service is a cost-effective solution that allows your cardholders to access their account information in real-time via their mobile phone. Providing this service not only enhances brand loyalty, but reduces the number of calls to your call centre.

At the heart of the service is mBlox, the world's largest mobile transaction network. We have combined this technology with our processing and monitoring capabilities to support both incoming and outbound SMS text messages relating to your cardholders' vital card information.

## Key features and benefits

- **Time and resource savings** – reduce the number of calls made to your call centre by enabling your cardholders to retrieve key account information 24x7, 365 days a year via SMS
- **Speed to market** – the service comes with a broad range of preconfigured SMS messages, allowing a core service to be set up quickly and easily. We have also implemented an SMS shortcode that you can use to reduce your time to market
- **Cardholder validation** – your cardholders' mobile phone numbers are pre-registered within Cortex. This, combined with a unique access code sent in the text message, verifies the cardholder's identity
- **Fraud notification** – the service is integrated into our MasterCard® EMS fraud database, allowing you to set fraud rules to generate SMS alerts to cardholders when a suspicious transaction is detected

- **Outgoing alerts** – you can choose to keep your cardholders updated on major card events, such as a load being received or the card falling below a preset minimum balance
- **Flexible billing** – you determine how your cardholders are charged for the service. You can choose to charge a set fee for each text message sent, or a range of different fees for each type of text message
- **Bespoke options** – if you're looking for something more specific to meet your business requirements, we can help you define your own SMS rules. We can also source a unique SMS shortcode solely for your use.

## Functional overview

Every card programme is different, so you can define which of the various SMS services you provide for your cardholders. You can also tailor the text of each SMS response for each of your card products. The following core SMS options are available:

### INCOMING SMS:

- **Card activation** – a security application allowing the cardholder to activate their new card
- **Balance enquiry** – the cardholder can request the current available balance on the card
- **Statement enquiry** – the cardholder can request details of their last three financial transactions
- **Lock/unlock card** – the cardholder can temporarily block use of their card and reopen it for use again
- **Card-to-card transfer** – allows the cardholder to move money from one registered account to another.

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## OUTGOING SMS:

- **Load notification** – send a text message to the cardholder's registered mobile device when a load is made to their card. This can also be configured based on the value and source of the load
- **Balance notification** – send periodic text messages to your cardholders advising them of their current available balance
- **Minimum balance notification** – a text message is sent to your cardholder's registered mobile device when the available balance falls below a pre-set value
- **Fraud alerts** – fully integrated with our EMS service, an SMS alert is sent to your cardholder if a suspicious transaction is detected.

## About MasterCard Expert Monitoring System (EMS)

MasterCard EMS is a multi-dimensional, real-time tool, driven by a rules engine that predicts risk based on transaction patterns. It is cost-effective, especially in comparison to the high costs associated with establishing a neural network, compliant with payment scheme standards, and does not require large transaction volumes to be effective. The rules engine can be configured to meet prepaid market requirements and allows for implementation of anti-money laundering rules.

## About mBlox

mBlox is the world's largest mobile transaction network specialising in providing operator connectivity and mobile billing capabilities to businesses around the globe. mBlox is the intermediary between businesses and mobile operators managing the delivery and billing of mobile content and mobile services.

## About Metavante Technologies

Metavante Technologies is a major financial technology provider and payments processor for financial institutions and merchants across Europe, Middle East and Africa. Passionate about delivering excellence for our clients in prepaid and debit card technology, processing and management services, the team at Metavante drive innovation and development through their commitment and expertise.

## Contact us

For more information about this or any of our products and services, please visit our website: [www.metavantetechnologies.com](http://www.metavantetechnologies.com), or contact us at [info@metavante.eu](mailto:info@metavante.eu) or +44 (0) 207 292 2400.

