



Alerts & Card Controls

for Customer Engagement

PAYMENTS | OPEN BANKING

Notifications | Account Management | Control

With card control and alert features built into i2c's platform, you can quickly roll out card controls and engagement features that help build deeper relationships with customers. And they are compliant with Visa®, MasterCard®, Discover®, UnionPay, and American Express® standards.

Put Your Cardholders in Control with Card Controls and Alerts

For government agencies, disbursements made with prepaid cards free up essential resources and help to reduce operational costs. These resource savings can be re-deployed on projects that advance the agencies' missions. Prepaid cards allow all citizens – regardless of whether they have a bank account – to enjoy the speed, convenience and security of electronic payments. They can access their funds immediately with the card, avoiding the hassle of cashing checks and any risk associated with carrying cash.

Go Beyond Card Controls and Deliver Differentiated Cardholder Experiences

Use transaction data and insights to create relevant payment experiences for your customers and interact with them in meaningful ways. Build targeted campaigns that are triggered at the right time and in the right place – even in the authorization stream.

With i2c's Loyalty and Marketing platform you can create dynamic campaigns for each stage of the customer lifecycle. i2c's platform processes real-time data on your customers' transactions, behaviors, and locations, providing the contextual information needed to deliver the appropriate communication to the right cardholder at the right time, via the right channel.

Take control and go beyond alerts to deliver personalized, event triggered offers and rewards.

Key Benefits

| Real-Time Interaction

Engage with personalized offers at the right moment using transaction data and insights.

| Campaign Creation

Create and execute a range of marketing campaigns: personalized messaging, account credits, incentives, rewards, and offers.

| Delivery and Redemption

Reach customers through a variety of channels; via app, SMS, email, or voice. Make it easy for them to specify preferences to redeem your offers.

| Campaign Management

Execute campaigns with little or no effort using i2c's event-triggering capabilities and real-time access to rich data such as customer purchases, locations, and offer redemptions.

Transform Every Touchpoint: Keep Your Card Top of Mind – and Wallet

i2c's alert features help cardholders monitor their accounts and prevent fraudulent activity with SMS text messaging features, push notifications, voice messages, and email. Your customers can choose how they want to hear from you.

i2c's integrated program management and support teams help issuers deliver a better and differentiated experience for customers. Our team of experts can help you build and deploy engagement and alert features customized to your programs.

Use Cases

| Cardholder Protection

Give cardholders the ability to monitor security and spending levels however they want. Ensure that they are always aware of critical events – such as overdrafts, suspicious activity, or a data breach – with alerts and contact methods they choose.

| Rewards and Promotions

Stay top of wallet and drive spend by delivering relevant, personalized offers which can be linked to accounts and redeemed automatically at the point-of-sale (POS). Implement rewards and alerts that allow you to tailor communications and send reward opportunities to specific segments across your customer base.

| Mobile Payments

Cardholders can receive push offers based on preferences and spending behavior on any mobile device, and even find offers by location and category. i2c links directly to all major payment networks so you and your merchant partners can trigger offers based on real-time transactions and provide seamless, instantaneous redemption experiences.

| Loyalty Programs

Give cardholders money-saving coupons and discounts, promote your own products and services, and easily run cross-merchant promotions. Demonstrate that you understand them by sending the right communication or offer at the right time via the right channel.

| Partner Networks

Source deals and discounts from affinity partners and merchants and use our platform to store, process, and deliver them to cardholders. i2c can handle high volumes of real-time payment transaction data, allowing highly targeted and personalized campaigns to be executed within seconds of transaction-related events.

