

SELCO Community Credit Union: Finding the right card processing platform with MAP



SELCO Community Credit Union is dedicated to its many members in the Oregon region, and has been for 80 years.

But due to changing customer demands, innovations in the payments industry and the desire to upgrade to new technologies, SELCO recognized that it didn't have to rely only on its stellar history of past success, but could be on the forefront of the latest card processing advancements to better serve their members. With the majority of consumers favoring debit cards as their primary method of payment, SELCO wanted to ensure it was delivering its members a secure product platform that enhanced transparency, functionality and accessibility of debit card usage.

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Finding the right platform

SELCO was previously operating its card processing through two separate platforms that used online approval to batch process credit and debit card transactions. These two platforms were expensive and overly complicated, and the credit union wanted to simplify its operations. It began searching for another solution and soon found Member Access Processing (MAP). SELCO switched from its card processing to MAP in 2011. It chose the Visa Debit Processing Solution for both its credit and debit card portfolios offered by MAP, the nation's only aggregator of Visa platform for credit unions.

In 2015, MAP offered CardControl, a smartphone app that lets cardholders set their own usage controls, including:

- Turning cards on and off instantly.
- Choosing types of merchants.
- Setting transaction limits.

Research shows cardholders want more control over their cards. According to a study from TSYS, 32 percent of consumers would prefer to control the use of their payment cards themselves and 40 percent would like to be able to stop

a fraudulent transaction from their phone.

Card Control was configured to fit nicely into SELCO's brand. The credit union branded this product as "Card Manager" and offered a free app for members to download so they could take advantage of the program.

It took SELCO only six months to deploy the program and make it available to their members. The credit union worked with MAP's partner, Ondot, to help integrate the app and get it ready for members to use. The company also helped SELCO market the launch of Card Manager by providing materials that the credit union could easily customize to reflect its branding.

From the time of initial implementation to the launch date in October 2015, Ondot maintained an elevated level of thorough collaboration and communication to help the SELCO team understand how the card processor worked and how to integrate the platform. This professional partnership facilitated a speedy rollout and an easy-to-use processing system that was free of errors which could be found in other types of product launches.

"From a technical perspective, once we completed beta testing, it was simple to release the apps for download via the app stores," SELCO explained, "The solution has been issue-free since launch; Card Control is a very solid product."

Increasing security for members

Card Manager does much more than consolidate card programs. It gives credit union members the ability to have greater control over their debit cards, too. This is becoming increasingly more important in today's world, as more people are hearing about security problems that have left consumers' financial and personal information compromised.

Here's how it works: When members with a debit card and SELCO's free app are concerned about the security of their cards, they can quickly and easily turn the card off. This might occur when a card is forgotten at home while away on a trip or when the card is left at a restaurant.

By turning off the card, it is no longer usable for transactions. When the member safely retrieves the card, it can be turned back on just as quickly.

The members can also receive alerts when a questionable transaction is made using the card. When the member gets the notification, he or she can turn off the card right away, to prevent further fraudulent purchases to occur.

SELCO explained this has many benefits to both the user and the credit union. The member does not have to worry about who might find an unattended debit card and use it to their advantage.

"Members feel more confident using our plastic with this solution in hand," SELCO shared.

Meanwhile, the credit union saves money by not having to issue another card, and won't lose money due to fraud.

Financial control

Many members may think of other instances during which they want to limit access to the card. For example, when a parent gives a child a debit card to use to fill up the family car with gas. The parent may not want the card to be used to buy movie tickets, clothes, or expensive restaurant food. To ensure this, the parent limits the merchant categories at which the card will work, such as only gas stations. The card simply won't work anywhere else.

Another example could be when a person is traveling. The card could be only open to transactions in a certain geographic radius. If someone swipes the card outside that predetermined area, it won't work. The card could also be set to only be used within a certain proximity to a specified cell-phone. In either scenario, thieves won't get very far before they realize the card is useless to them.

Each of these possibilities, and many more that Card Manager offers, gives members peace of mind when using their debit card. It also shows them that SELCO is a credit union that cares about its members and is willing to explore new technologies to ensure their information is protected.

"Talking about Card Manager gives us another way to take a consultative approach to helping our members manage their finances, and it demonstrates that we take information security very seriously," SELCO elaborated, "It also helps position SELCO as a technologically current financial institution, a brand attribute that we know is important both to members and prospects."

A bright and secure future

SELCO's deployment of the Card Manager platform paired well with additional measures the credit union took to reduce the risk of fraud among its members.

"Over time we expect to see a measurable decrease in our fraud loss expenses thanks to several recent initiatives, including the launch of Card Manager," SELCO stated.

The credit union also provided each of its members with EMV cards, added transactional limits on cards and a fraud manager platform. This suite of tools will keep members' finances secure for years to come.

SELCO also looks forward to a future that evolves away from plastic cards toward even more secure payment options, such as mobile and digital payment platforms. By using MAP's Card Control Platform to create Card Manager, this credit union has already taken its first steps in this direction.



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