



CASE STUDY

Implementing Self-Service Card Issuance Kiosks in Walmarts Across Chile

Challenge

Walmart Chile wanted to add self-service kiosks to their stores across the country, enabling customers to easily issue themselves secure, fully activated cards. The goal was to give customers instant purchasing power while increasing activation rates and reducing costs and personnel dedicated to card issuance. Technically, the hardware-based solution needed to integrate with existing content management system (CMS) software to validate users and print the cards in a high-traffic environment.

Solution

Together with the customer Lider Bci Servicios Financieros (SSFF) and partner Vigatec, Entrust deployed our instant issuance solution in more than 50 Walmart Chile locations. The kiosks were fitted with the Entrust Sigma DS4K, Entrust CE870K, and Entrust Instant Financial Issuance software. Our Entrust card printers and software integrated with the existing CMS developed by Vigatec using Entrust's SDK.

Customer Profile

SSFF

Lider Bci Servicios Financieros (SSFF) is a relevant player in the financial retail industry, offering financial and insurance products and services. Their financing options, including credit cards, are available in more than 100 branches throughout Chile.

Vigatec

Vigatec, a partner of Entrust, develops systems that integrate hardware, software, and networks to enhance the operations and user experiences of their clients. They provided integral support in deploying SSFF financial services in kiosks throughout Chile.

Walmart Chile

Walmart Chile is a leader in Chile's supermarket industry with its multiformat strategy that best caters to the needs of customers, no matter where they are in the country, fulfilling the mission to save people money so they can live better.



ENTRUST

SECURING A WORLD IN MOTION

PERFORMANCE, RELIABILITY, AND PROTECTION

Business need

- A self-service kiosk solution for issuing bank cards in stores across the country
- Seamless integration and operation in a real-world, high-traffic environment

Technology need

- A system for successfully validating users and printing the cards
- Integration into existing CMS software

Technology Implemented

- Entrust Sigma DS4K Multi-Hopper Instant Issuance System
- Entrust CE870K Multi-Hopper Instant Issuance System
- Entrust Instant Financial Issuance on-premises software

Benefit

- Successful installation of self-service kiosks in 50 Walmart locations throughout Chile
- Increased card activation rates as cards are fully activated at issuance
- Reduced Walmart personnel dedicated to card issuance

Results

The solution was a resounding success and well-received by Walmart Chile, who praised the solution for several reasons including:

- High-quality equipment and the stability of the instant issuance software
- Instrumental technical support provided by Entrust
- Reduction in personnel dedicated to the task of issuing cards

SIGMA DS4K INSTANT FINANCIAL CARD ISSUANCE

The system that was the solution

The Sigma DS4K Instant Financial Card Issuance system lets your cardholders instantly issue their own secure flat or embossed financial cards with self-service, interactive teller machine (ITM) or kiosk-based cardholder interactions. The DS4K is:

- Tested and proven in more than 8,000 instant issuance deployments worldwide
- Optimized for fast integration with a variety of kiosk setups
- Easily scalable for expanded deployment

Learn more about our [Instant Financial Issuance solutions](#).