



ENTRUST

Apple Federal Credit Union Elevates Service with Instant Issuance

Challenge

Apple FCU needed to find the right partner to upgrade its existing issuance solution so it could differentiate itself in the marketplace and continue to provide the exceptional service its members have come to expect.

Solution

The credit union chose Entrust to help build and implement its new instant issuance program, with Entrust Financial Instant Issuance software and DATACARD® retransfer instant issuance systems.

Results

- A sharp increase in member satisfaction
- Reliance on instant card issuance as a necessary in-branch benefit



CUSTOMER PROFILE

Since 1956, Apple Federal Credit Union has been serving Northern Virginia as a not-for-profit, member-owned financial cooperative. It offers a range of products and services in its more than 20 branches, including special offerings for teachers and students.

Objectives

- Making member interactions with the credit union streamlined and easy
- Simplifying integration

Technology

- Entrust Financial Instant Issuance software
- DATACARD® retransfer instant issuance systems



Apple Federal Credit Union

« **Member service is our priority, and with our instant issuance program we have raised our service levels exponentially.** »

Dana Blanton, Debit Card Services Manager, Apple Federal Credit Union

THE TRANSFORMATION

Raising member expectations

Apple FCU's core values are based on offering competitive financial solutions with dedicated personal service. Instant issuance was an opportunity to further enhance members' experience, and the credit union realized it needed to update its instant issuance offering with a partner that offered:

- Reliable support
- Experience with EMV migration

Apple FCU chose [Entrust's solution](#) to upgrade its more than 20 branches, based on:

- Access to 24/7 solution support
- How easy it is to use and maintain
- Competitive costs
- Availability of accurate reporting

As the global leader in instant issuance solutions, with more than 15 years of EMV experience, Entrust offered the knowledge and expertise to help build and implement Apple FCU's program.

MEASURES OF SUCCESS

Increasing demand, offerings

Apple FCU members now rely on instant issuance as an important benefit of membership.

- Card applications have steadily increased since implementing the instant issuance program
- In-branch member service representatives appreciate the program's user-friendly printers and software
- Thanks to instant issuance, the credit union is also able to provide more in-branch offerings than ever before
- Student checking account cards and other card products are easily accessible to members

Apple FCU has continued its tradition of exceptional customer service by ensuring its members have instant access to a new or lost card. With this dependable and convenient service, it delivers the premier banking experience its members have come to expect.



Learn more at
[entrust.com](https://www.entrust.com)



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