

Contactless Credit Card Reissue Communication Plan version 7/26/22

PURPOSE: To comply with Visa Rules and Regulations and to enhance security to our cardholders, we will be processing a mass reissue of all credit card holders starting 8/22/22. The new credit cards (Gold, Classic, Equity and Business) will be contactless which means it will be read on contactless terminals with a simple tap of the card to the terminal. The contactless logo will be located on the front of the card next to the chip.

All new credit cards will have the new contactless logo on the front of the card .

PLEASE NOTE: Credit Card numbers **WILL CHANGE** and a new expiration date will be calculated for the card.

By Mid-September, all credit cards will be available for Digital Wallet.

IMPORTANT MILESTONES:

- **8/22/22** - Mass Reissue File will be generated
- **8/23/22** – File sent to Personix, estimate 30,000 cards. Personix will process and send cards with a staggered schedule
Note: allow 1-4 weeks for delivery
- **9/1/22 onwards** - Members expected to receive cards
- **Mid-September** - all HFCU credit cards will be available for Digital Wallet

MEMBER IMPACT:

- Members will need to activate their new cards upon receiving
- Deactivation Process: Once new card is activated, existing contact card will be deactivated (end of day).
- If members do not activate new card, old card will still work (until 11/14/22).
- Contactless card utilize the tap and go transaction feature at participating merchants.
- 3D Secure- As an added security feature, some online purchases may trigger a one-time 6 digit PIN that is needed to complete/process the transaction.

TARGET AUDIENCE:

- **Credit Card members: Gold, Classic, Equity, Business, Instant Issued Cards**

INTERNAL COMMUNICATION:


- **8/9/22**- Share Marcom plan, attend Branch Manager's meetings for updates/questions
- **8/9/22** - Upload all necessary documents to the Intranet (Marcom Plan, FAQ's, email).
- **8/16/22** - Launch Email to ALL BRANCHES, include marketing material (email/mailer/card carrier/FAQ)


MEMBER COMMUNICATION:

- **8/10/22:** Contactless Cards and Digital Wallet Intro Coming soon email/postcard and web graphics
- **8/19/22:** Postcard drop to no email members that their new cards are on its way
- **8/22/22 (TBD):** Phone system recording updated with Contactless Credit message

- **8/22/22:** Silvercloud, Honda Help and Credit Card website will be updated
- **8/22/22:** Web graphics (Homepage banner linking to Credit Card Page, and updated FAQ's
- **8/22/22** – digital banking banner (behind SSO) linking to FAQ's
- **8/24/22 – Tap and Pay** Email to all credit card holders informing that the contactless cards are **in the mail and arriving soon**, inform of the changes that will take place, link to FAQ's.
- **8/24/22** – Linked in and FB – Contactless cards are here!
- **Post communication, reminder emails (reminder emails will only go to those who have NOT activated contactless cards):**
 - (1) **9/15/22, Please activate your card**
 - (2) **9/30/22, Please activate your card, add end date (November 30, 2022)**

EMAIL COMMUNICATION #1





**CONTACTLESS CREDIT CARDS
WILL SOON BE HERE**


**AND WILL BE AVAILABLE
FOR DIGITAL WALLET**

Super fast. Super easy. Super safe!
We're thrilled to announce our contactless credit cards are in the works. Your new card will do everything your current card does, and more!

Here are some things to keep in mind:

- Your 16-digit card number, expiration date and CVV code will change.
- Your credit limit, interest rate and terms will stay the same.
- Your new contactless card can be used for Tap & Pay transactions with merchants displaying the contactless symbol on their payment terminals.
- By mid-September, you may add your new contactless card to your Digital Wallet (Apple Pay, Google Pay, Garmin, FitBit, etc.).

[CLICK HERE FOR MORE INFORMATION](#)



EMAIL COMMUNIATION #2

HONDA
Federal Credit Union

YOUR CONTACTLESS
CREDIT CARD
IS COMING
AND WILL BE AVAILABLE
FOR DIGITAL WALLET



Your NEW contactless Gold, Classic, Equity or Business Visa Credit Card is on its way! You will receive your card within the coming weeks. It will do everything your current card does and more.

Here are some things to keep in mind:

- To activate your new card, please call the number on the activation sticker.
- Remember to update automatic payments with your new card number, expiration date and CVV code.
- Visa Alerts: If you are signed up for Visa Alerts, you will need to re-register with your new card information.
- As an added security feature, some online purchases may require a one-time passcode to complete the transaction.
- If for some reason Tap and Pay is not available, simply insert your card into the reader as you do currently.
- By mid-September, you may add your new contactless card to your Digital Wallet (Apple Pay, Google Pay, Garmin, FitBit, etc.).

[CLICK HERE FOR MORE INFORMATION](#)

HONDA
Federal Credit Union