# **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.	

<ul> <li>8/22/22 - Mass Reissue File will be</li> </ul>	<ul> <li>Members wi</li> </ul>
generated	cards upon r
• 8/23/22 – File sent to Personix, estimate	<ul> <li>Deactivation</li> </ul>
30,000 cards. Personix will process and	activated, ex
send cards with a staggered schedule	deactivated
Note: allow 1-4 weeks for delivery	If members of
• 9/1/22 onwards - Members expected to	card will still
receive cards	Contactless of
• Mid-September - all HECU credit cards	transaction f

**Mid-September** - all HFCU credit cards will be available for Digital Wallet

#### **MEMBER IMPACT:**

- ill need to activate their new receiving
- n Process: Once new card is xisting contact card will be (end of day).
- do not activate new card, old ll work (until 11/14/22).
- 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:**

**IMPORTANT MILESTONES:** 

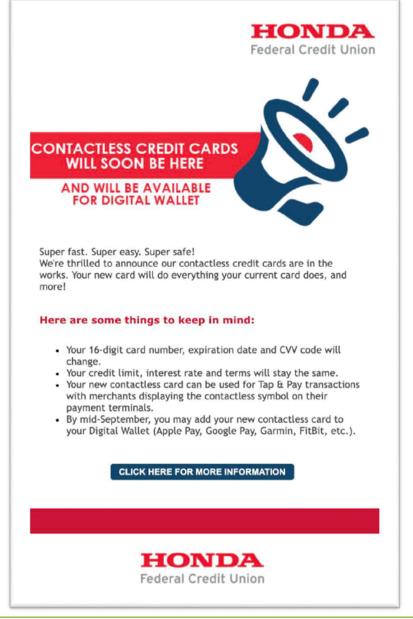
- 8/9/22- Share Marcom plan, attend Branch Manager's meetings for updates/questions
- 8/9/22 Upload all necessary documents to the Intranet (Marcom Plan, FAQ's, email).
- 8/16/22 Launch Email to ALL BRANCHES, include marketing material (email/mailer/card carrier/FAQ)

## **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



#### **EMAIL COMMUNIATION #2**

