Add to Merchant With CardHub®

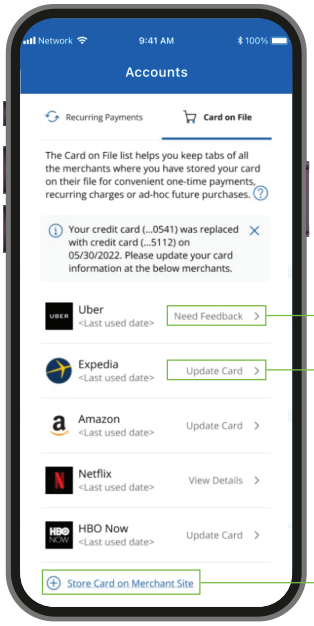


Add to Merchant With CardHub is a premium feature that enables CardHub users to manage and update their cards within their credit union's mobile app or online banking solution. Members can manage and update their cards, as well as add them to over 90 participating merchants.

- **Increase digital card loyalty**
- **Improve cardholder experience**
- **Gain interchange revenue**

Ensuring members have access to the latest digital payment tools means strategically planning ahead to implement solutions that will be rapidly adopted and are here to stay. This helps improve your members' experience while increasing interchange revenue at your credit union.

Add to Merchant With CardHub from Fiserv enables your cardholders to manage and update their cards and add them to over 90 participating merchants – including some of the most popular online retailers, favorite streaming services and food delivery apps. Be among the first financial institutions to offer this innovative solution to your cardholders!



Notifications for when updates are needed at a merchant

View additional participating merchants to add cards directly

Screen image provided for illustration purposes only.

Actual screens may vary slightly.

*Store Card on Merchant Site feature coming soon.

**Additional fees apply.

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How It Works

Add to Merchant with CardHub – along with other Fiserv features including spend insights, push to wallet, controls, and alerts, and more – helps ensure your cardholder members have ability to use new cards with merchants immediately with no manual input of card numbers. This provides them with a tool they need, when and where they want it, that is seamlessly integrated into your credit union's mobile app or online banking solution. This feature is designed to complement the full suite of card management features in CardHub.

Key Benefits

Increase Revenue – Put newly issued cards to use instantly as the default payment method.

Reduce Disruptions – Avoid transaction disruptions due to card replacement.

Decrease Member Inquiries – Have fewer customer service inquiries on card update events.

Increase Cardholder Satisfaction – Add self-service journeys for card updates, prevent payment declines, and reduce service disruptions.

"It's important to not only stay up to date with member-facing features, but to stay ahead of trends to be ready to meet member demand. Add to Merchant With CardHub ties cards to popular online retailers, streaming services, food delivery apps, and more, making payment management intuitive and easy for members."

Rebekah Higgins
Chief Growth Officer

Learn More

For additional information on implementing Add to Merchant With CardHub at your credit union, please contact your dedicated Client Success Manager.