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Greece-based Eurobank EFG offers Photo Cards

Greek bank Eurobank EFG is the latest issuer to allow people to customize their cards using Serverside Group technology. The service is available on the bank's Visa Classic card and MasterCard and is being marketed simply as 'PhotoCard' (www.photocard.gr).

To date, Eurobank has marketed the service through many different channels: on the internet; in newspapers and magazines; through TV advertisements; via branding on the inside of metro cars; and through various below-the-line activities including statement inserts and merchandising in individual branches.

Until the end of May, Eurobank is offering the first personalization for free. From June onwards it will be charging a fee of €5. Cardholders can choose from a variety of galleries, including 'Greece', 'Sports', 'Travel' and 'Nature'. Serverside's cutting-edge designer allows the cardholders to enlarge, rotate, move or flip their chosen image so they get just the card they want in a matter of seconds. No software downloads are needed and the entire card design process is 100% secure.

At a time when issuers, globally, are struggling to acquire and engage with cardholders, card customization is allowing them to bond with their customers and build a close connection between customer and card. By letting people design their own cards online, issuers are also seeing improved acquisition rates, deeper loyalty and increased card usage and spend.

Serverside Group is seeing significant interest in its online card customization technology from card issuing companies globally. To date, 38 major issuers

worldwide have signed up to personalizable plastic using Serverside technology, including ING, ANZ, BMW, KBC, Advanta, Fortis, Eurobank, First National Bank of Omaha and Heritage Building Society. Many more will be announced in the months ahead. Visit www.serversidegroup.com to see a list of customer implementations and the latest online card marketing products from Serverside.

George Kotsolakis, General Manager, Eurobank EFG, commented:

“We are very pleased to be the first Greek bank launching such an innovative credit card service. Our strategy is focused on truly personalized products and PhotoCard is in line with this strategy. Moreover, we believe that this service will affect positively both usage and customer retention.”

Adam Elgar, President, Serverside Group, added:

“As people demand to express themselves more often and in more innovative ways, the need for banks to offer personalized products is paramount. Allowing customers to place their own pictures on their cards is a great way to bring the new breed of creative consumers onsite and, best of all, to keep them there.”

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About Serverside

Founded in 2003, Serverside Group is the global technology leader in digital card design and a provider of innovative software solutions for issuers, personalization bureaus and card manufacturers. The company’s flagship product, *AllAboutMe*, is a web-based application that allows cardholders to design their unique payment card online. Serverside’s innovation and growth were confirmed recently when it was named ‘One of the Top Ten Technology Companies to Watch’ by respected industry magazine, *Bank Technology News*.

Serverside Group is headquartered in London and has offices in Taipei, New York, Chicago and Auckland, New Zealand. The company has strategic alliances with Visa and Datacard Group. For more information and to see a live card demonstration, visit www.serversidegroup.com.