

Empower your Cardholders with

PRIME Customer Alerts

Today's world is changing, with people wanting access to social and business updates on the go.

The world of payments is no different. Consumers expect notifications in real-time at all times, anyplace and by any means.

INTRODUCING PRIME CUSTOMER ALERTS.

PRIME Customer Alerts integrates with your financial institution's SMS or mobile gateway, to enable a low cost, low tech way of communicating with your customers through instant text or email notifications.

ENHANCED CARD SECURITY

Strengthen cardholder security by notifying your cardholders whenever a retailer attempts to authorize a purchase on their card. You can also alert them to other account changes made, such as mobile number, email, address, PIN and card status change. It all adds up to a superior customer experience.

PRIME Customer Alerts extends your cardholders' direct oversight of their card accounts on the go. You'll also be giving them the opportunity to step in and prevent potential fraudulent activity on their own account.



EMPOWER YOUR CARDHOLDERS WITH PRIME CUSTOMER ALERTS

PRIME CUSTOMER ALERTS (COVERAGE AREAS): IMMEDIATE OR END OF DAY NOTIFICATIONS

- Authorisations
- Transactions
- Mini Statements
- Minimum Amount Due
- Overdue Alerting
- Statement Generation
- OTB Changes
- Mobile Number Modification
- Email Address Modification
- Any Address Modification
- Credit Limit Modification
- Card Status Modification
- Card Usage Modification
- Card Application Approval
- Card Product Change
- Card Activation/Deactivation
- Rewards Balance

Seamlessly integrated with PRIME Issuer,
PRIME Online and PRIME Fraudguard

BETTER SPEND MANAGEMENT

Empower your cardholders with notifications that help them better manage their spending. PRIME Customer Alerts supports instant alerts for authorisation of transactions, mini statements, balance, minimum amount due, overdue or missed payment alerts, confirmation of credit limit change and bill payment due dates, among others.

PERSONALISED ALERTS

Give your cardholders the choice and personalisation they expect. They'll have the freedom to select and enrol in the alerts they wish to receive through SMS or email with PRIME Customer Alerts – or real-time access through your own mobile banking application, with the support of PRIME Mobile Banking – Cardholder Empowerment API toolkit.

You can even leverage PRIME's Software Development Toolkit (SDK) to deepen your Mobile Banking offering to your cardholders through SMS Account Servicing. These pre-defined text keywords allow customers to request account information, facilitated by PRIME's flexible API toolkit.

To learn more:
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