

No Card? No Problem. PNC Customers Get Debit Cards Instantly At Most Branches

Instant Card Printers Expected In 85 Percent of Branches By Year End

PITTSBURGH, June 21, 2016 /PRNewswire/ -- Lost your debit card? Leaving on vacation tomorrow? Two-thirds of PNC Bank branches can print new chip cards instantly for new checking accounts or to replace lost, stolen or damaged cards.

The instant card issuance (ICI) printers are in about two-thirds of PNC branches currently, and will be in 85 percent of them by year-end.

"In an on-demand economy, great customer service equals timely customer service," said Todd Barnhart, retail distribution executive. "Our customers tell us that the new account opening experience is significantly enhanced when they walk out of a branch with a debit card in hand. By expanding this service, we are able to better serve our customers and help resolve problems within minutes."

Barnhart noted that some customers' vacations were threatened due to a lost card. By visiting a branch with an ICI printer, they received a card immediately.

The customer receiving a new debit card must be present in a printer-equipped branch. Otherwise, a card will be mailed to the customer, which can take up to seven days. A \$7.50 fee is charged for replacement cards, but the fee is waived for damaged cards. During new account openings, real-time fraud checks are performed.

The pre-printed, instant issue card stock carries the PNC logo and card design. The customer's name, card number, expiration date and CVV code are added to the card during issuance. The only two debit card types issued instantly are the PNC classic (orange) card and the PNC Virtual Wallet card.

If the customer is interested in an affinity debit card or other debit card type, the card must be ordered through the standard mail process, or an orange debit card may be issued instantly that gives the customer immediate access until they receive their new card in the mail.

The pilot began in 2014 and continued in a phased rollout through 2015 and continues. Barnhart said PNC future plans include issuing instant personal, business and affinity credit cards.

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