VascoPay

Vascopay.com

Anatomy Of A Card Program

Website, App or Online Portal

Customer facing software that allows the customer to perform various card functions.

Verification platform (KYC & AML)

An electronic verification platform perform to better understand a customer's risk of money laundering and terrorism financing.

Backend Payment Technology

Facilitates key functions such as ordering cards, maintaining card balances, connecting with the Visa payment network to authorize card purchases, and posting card transaction.

Card Bureau

Card bureaus provide card production services such as card manufacturing (card and chip creation), pin generation, personalisation, packaging and consumer delivery.

Bank

The safekeeping of funds must be carried out by an Authorised Deposit-taking Institutions (ADIs)

Card issuer

They have the contractual agreement to issue cards under a specific payment network.

Payment network

Facilitates settlements by paying the acquirer and debiting funds from the card issuer's account.

Customer relationship management

A CRM helps a company manage interactions with customers on channels like websites, contact forms, live chat, telephone, email, and social media.

Program manager

Program managers are responsible for how all of these systems and entities work together to make a card program. Program managers help companies launch their own card programs in an efficient and cost-effective manner – facilitating program development, design, implementation, monitoring and customer support.