

Case study



Isracard



Background

The Isracard Group was established in 1975. It is the largest credit card company in the state of Israel. It unites four companies that operate in credit payment as a special, extra retailing banking activity offering services and products to its customers. The group includes a range of activities in credit while the various systems are operated by three subsidiary companies that share the same business structure and use the same business managerial tools and mechanisms: Isracard Ltd., Eurocard Ltd., and Aminit Ltd. The group companies were sending all of their customers' monthly bills on paper printed by a printing house, via regular mail.

The challenge

Moving from printed invoices to digitally signed invoices, to be sent directly to Isracard customers' emails addresses.

The solution

Implementing the ComSignTrust Enterprise solution on Isracard's central enterprise server enabling automated signing and sending millions of invoices to subscribers within minutes. The solution included integration with Isracard's internal billing and archive systems.

Results

- Efficient and faster interaction between Isracard and its customers
- User friendly interface
- Leveraging digital bill as a marketing platform for promotion of additional Isracard services and campaigns
- Environment friendly solution
- Dramatic reduction of related resources and costs



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