Orange Bank customers access new cards faster with Google Pay


Opportunity

Orange Bank has a mobile centric heritage from Orange. As a mobile-first bank, Orange Bank offers their customers digital services in the App including issuing their digital card immediately after their subscription.

The Challenge

Democratising mobile usage for Orange Bank. Activate customers even before they received their physical card so they can fully benefit from all the services.

The Solution

Google Pay provides an innovative and simple customer journey to Orange Bank customers, making mobile payment available instantly and optimising the digital card enrollment flow by promoting Push Provisioning and instant issuing.
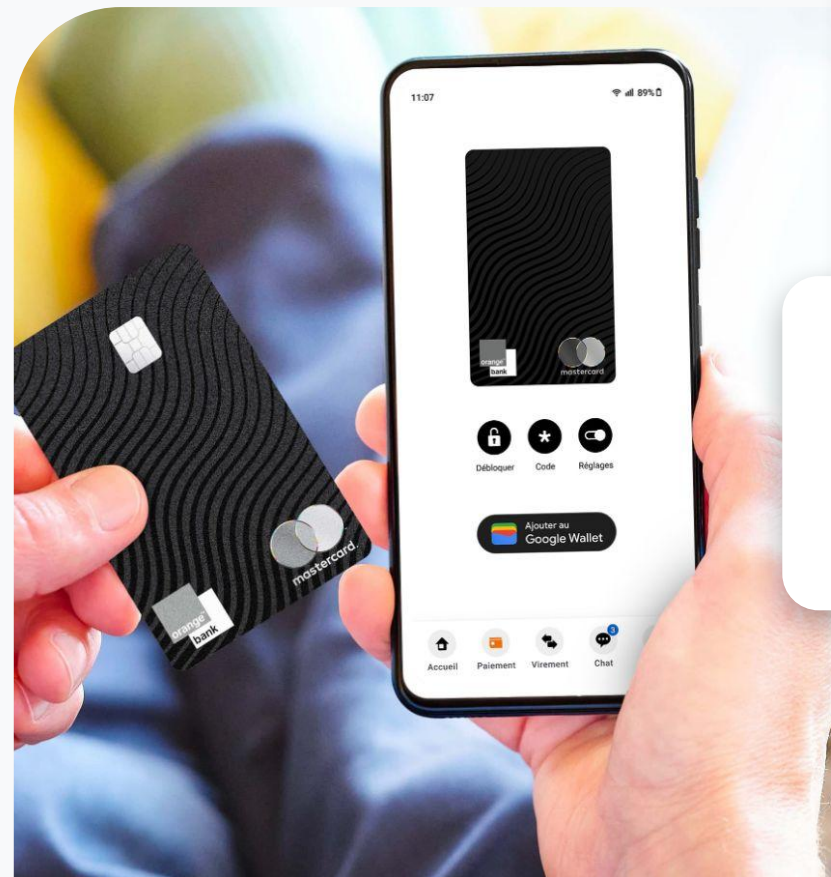
The Pay-off

With the instant issuing Orange Bank customers can add their card to Google Wallet directly without waiting for the physical card. The card is directly displayed on the App with the Google Pay button / call-to-action.

In the App, lasting presence of the Google Pay button: in the security settings and as a reminder. Democratise and educate their customer to be digital first through his journey.

Thanks to all these activations:

Acquisition	Retention
85%	**9**
of Orange Bank have used Push Provisioning to tokenize their card into GPay	transactions /active GPay user (monthly avg)

"Since the launch of Orange Bank, we have not stopped innovating to continue to be forerunner in the development of payment use cases, with the transfer by SMS, the copy/paste service of the numbers of card directly from its App to simplify online purchases, and especially the mobile payment. **And for that, we work with the best actors like Google Pay.**"

Hervé Brucker
Chief Marketing, Digital, Communications and Customer Experience Officer, Orange Bank

Google Wallet