



MasterCard and Falabella Launch First Debit Lite Product in LAC

In recent years, retailers have become an important partner for our business in the region. Falabella Colombia is one example of a retailer that has become a close partner to MasterCard. They became the biggest credit issuer for MasterCard in the market, by number of cards, and they did so in only three years. Soon after, they were looking to simplify the process for consumers to acquire new Debit cards. After all, they're a retailer at heart and while their branch, Banco Falabella, acts as a financial institution, their clients are used to a more accessible product, whether they are goods or services.

A cross-functional team at MasterCard stepped in to help Falabella streamline their process and as a result, a new and “easier” product was developed for launch. Insert “Falabella Debit Lite”, a simplified debit card. It serves a simplified account which provides the user with basic financial services like cash withdrawal, usage at POS and bill payments, while enabling simple recharge and more control of their accounts.

It's biggest difference is not just that the application for the card is carried out in an environment that is more familiar to the public (in a store) and the process is easy and quick. In fact, it's so easy that it takes about 15 minutes to complete. The difference actually lies in that the card marketed to the public as a card for daily purchases with all the benefits associated with a regular Debit account aside from discounts, promotions, and a loyalty program the customer is already familiar with and presented in very simple terms to consumers. In a market like Colombia, where the complexity found in many traditional institutions is an entry barrier to a large amount of the population, this product may be key to expanding our market offering in the near future.

To date, in such short time, Falabella is already opening 14,000 accounts monthly. Furthermore, these accounts are mostly used at the point of sale (cumulative as of Sept 2014), mainly because of its distribution channels and the benefits offered by the retailer.

“The growth rate for this product is unprecedented in market and I cannot wait to see how adoption rates and usage behave next year,” said Rodrigo de Paula, Consumer Product lead for

GeoCentral. “I believe this simplified product could be a game-changer in the LAC market, allowing us to better serve a larger segment of the market while providing more value to all players in the ecosystem.”