

Press release

Manor relies on Viseca's digital onboarding for the Manor World Mastercard®

The Manor World Mastercard® is the first department store credit card in Switzerland that is ready for use within minutes of application thanks to Viseca's digital onboarding. Manor and Viseca customers can now get a Manor World Mastercard® even faster – directly at their local Manor shop, for example. Viseca is still the only Swiss credit card issuer to offer a completely digital application process including instant issuing.

Zurich, 15 May 2024 – The Manor World Mastercard® can now also be applied for digitally and used immediately in online shops and via mobile payment worldwide. Customers of Manor and Viseca can collect Manor points immediately after a successful application and benefit from the attractive services of the Manor credit card and the Manor loyalty program "myManor"; they no longer have to wait until the physical card arrives in their letterbox. This reduces the previous waiting time of up to two weeks to just a few minutes.

"Thanks to its attractive loyalty programme myManor and comprehensive range of services, the Manor World Mastercard® is one of the best free credit cards in Switzerland. Customers can use the simple new digital application to avoid having to wait until the physical credit card arrives in their letterbox. Once the card has been successfully applied for, the Manor World Mastercard® is ready for use directly on the customer's smartphone within minutes. This means that our customers can immediately benefit from double points, exclusive discounts and personalized offers", explains Sandra Kottenauer, Member of the Management Board and Chief Merchandising & Marketing Officer at Manor.

Reto Gross, Managing Director of Viseca Card Services SA, "We are proud that Manor, our largest co-branding partner, has opted for our digital application process. Digitalisation is a key driver of our business. The roll-out of innovative digital onboarding underlines our commitment to providing the best customer benefits and our claim to market leadership."

The digital application process is really very simple

Customers can initiate digital onboarding either using the QR code in the "one" app or via the corresponding web application on their smartphone, tablet or desktop, conveniently from home or in any Manor shop as well as on manor.ch/mastercard. All you need to provide is a valid identity card for the automated identification check and the usual personal details. In the meantime, the credit check and additional controls are performed in the background. If everything is in order, the new credit card will be available digitally in the "one" app within minutes and can be used online as well as in stationary retail such as in Manor shops.

Viseca – Swiss cashless competence

Viseca is a leading provider of products and services in the field of cashless payment. This includes issuing payment cards (Viseca Card Services SA) and providing card-related services for issuers (Viseca Payment Services SA). Sales in 2023 totalled CHF 504.6 million and the Group result was CHF 119.6 million. Viseca is owned by the largest Swiss cantonal and retail banks, which include all cantonal banks, the Raiffeisen Group, Entris Banking, Migros Bank, Bank Cler, regional banks as well as private and commercial banks.

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