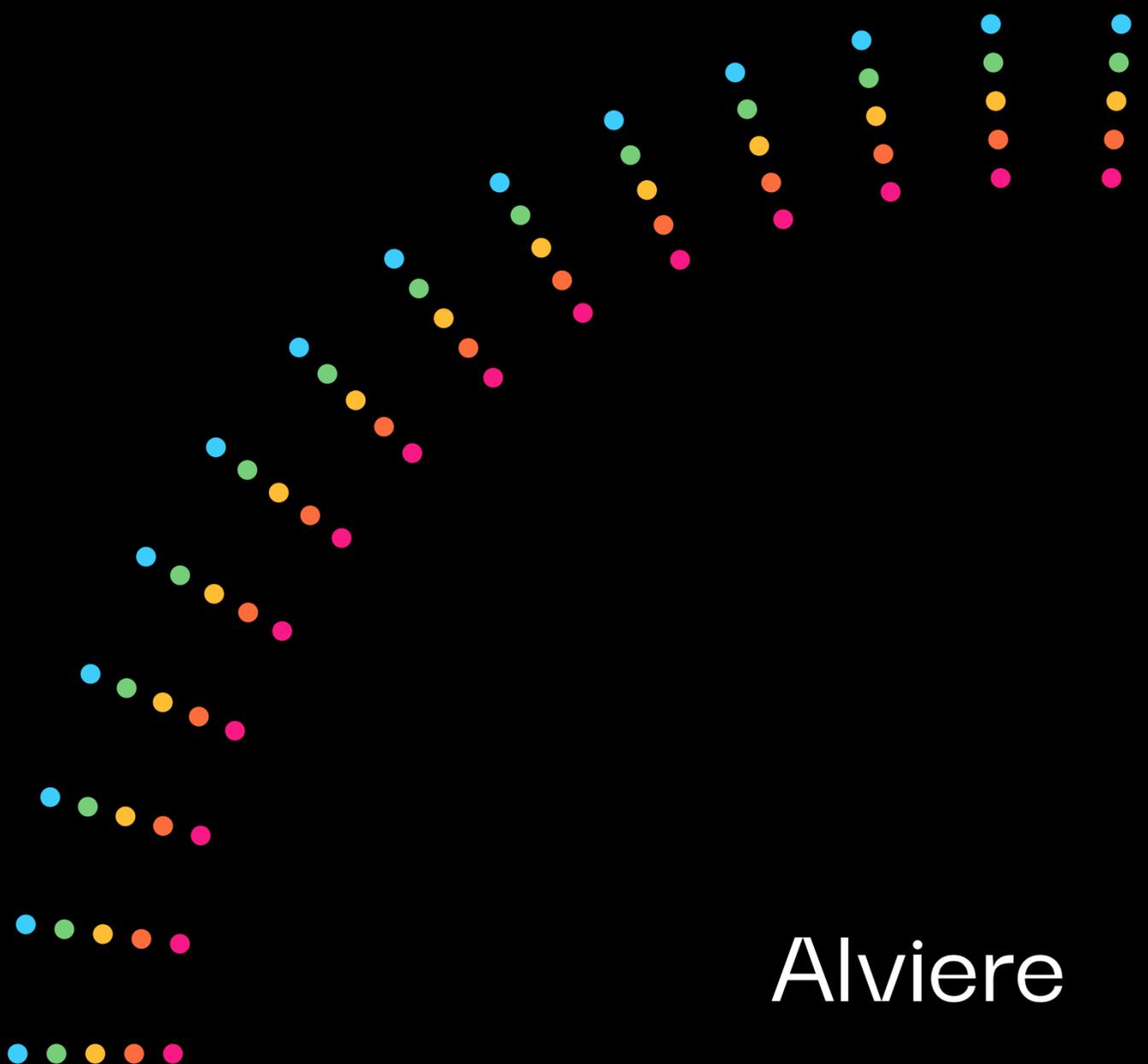


Case Study

Coppel Access Powered by Alviere



Alviere

“By offering accounts for sending international remittances, the Coppel Access app continues Grupo Coppel’s 80-year-old mission of improving the lives of its customers.”

Adrian Jaimes
CEO of Appriza Pay

Background:

Grupo Coppel, operator of Coppel, the largest department store chain in Mexico, and BanCoppel, the sixth largest banking network in the country, wanted to expand its financial services to those living in the United States. Coppel Access is a mobile wallet that will provide millions of unbanked and underbanked consumers in the U.S. with easy access to digital financial services.

"For a decade, Mexicans living in the United States have relied on Coppel to pay their remittances," said Carlos Lopez Moctezuma, Director of Financial Services for Grupo Coppel. Coppel saw this as an opportunity to further engage with its customers while helping millions of U.S.-based consumers improve their financial lives.

As digital payments have become the norm, Coppel’s vision included a mobile app built to deliver time-saving financial solutions. Desired capabilities and features included mobile wallets, accounts, digital and physical branded cards, and the ability for consumers to instantly send money to Mexico without having to visit a traditional brick-and-mortar bank.



Solution:

Powered by Alviere, Coppel Access is a mobile wallet app that brings financial services to the unbanked or underbanked Mexican community located in the U.S. With Coppel Access, consumers can easily open and manage an FDIC-insured account (via pass-through from Alviere's banking partners) from their phones using Mexican or U.S. identification.

Once opened, users can use the Coppel-branded digital or physical debit card in the mobile wallet to shop online, make payments in the U.S., and send money to Mexico.

Coppel users can:

- Send money locally to others within the app.
- Send money internationally to Mexico for cash pickup at 10,000 locations, including 1,250 BanCoppel branches.
- Deposit cash at more than 60,000 Visa ReadyLink locations.
- Send money directly to a recipient's bank account.
- Load funds via bank account, debit card, mobile check deposit, or cash loads.
- Spend funds using their Coppel Access branded physical and/or virtual debit card.
- Transfer funds between friends and family in the U.S.

Using Alviere's ledger and business intelligence functionality, Coppel can track the Coppel Access mobile wallet program's health and financial movements.

Coppel Access was developed in partnership with Appriza Pay, Grupo Coppel's U.S.-based subsidiary that provides the cross-border payments platform that enables financial institutions to make local payments in destination countries.

Appriza Pay acts as the aggregator money transmitter for one out of every four dollars remitted between the U.S. and Mexico. "The partnership with Alviere and the team's breadth of experience and drive in the development and deployment of Coppel Access proved fundamentally critical and extremely valuable in successfully bringing Coppel Access to market so quickly," said Adrian Jaimes, CEO of Appriza Pay.

Program success:

The Coppel Access mobile wallet app will connect millions of unbanked and underbanked consumers with meaningful financial tools and services to better their financial lives. App users in the U.S. can use their phones to easily send money to friends and family members in Mexico. Relatives in Mexico can receive remittances at BanCoppel's local branches. And consumers can now rely on digital or physical debit cards to shop online, make payments, and store money safely.

Coppel Access was created to facilitate financial management, to overcome the challenges consumers face with conventional financial institutions, and to advance financial inclusion.

