

Visa Account Updater



Overview

- Visa® Account Updater (VAU) enables the exchange of updated account information electronically among participating issuers, acquirers, and merchants that process account-on-file Visa transactions. These merchants include recurring and auto bill payment providers, subscription services, certain online merchants, and preferred customer travel and entertainment programs.
- After meeting participation requirements, issuer and acquirers enroll in VAU. Acquirers enroll qualified merchants.
- Issuers provide Visa with changes to account numbers and expiration dates resulting from business situations such as product upgrades, acquisitions and mergers, account closures, and MasterCard-to-Visa portfolio conversions.
- Through their acquirers, merchants submit inquiries regarding accounts with which they have ongoing relationships.
- VAU processes inquiries against its database and provides responses to merchants via their acquirers.
- Participating merchants update their customer databases with refreshed account data before transactions are authorized—avoiding potential declines, streamlining the authorization process, reducing costs, and saving valuable time.

What It Does

- Helps merchants update their account-on-file information.
- Provides an automated, dedicated, and secure clearinghouse for easy access to this information.
- Makes changes to cardholder account information available in a timely, efficient, and cost-effective manner.
- Supports multiple updates to a single Visa account.
- Allows issuers to block updates to selected participating merchants.

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Benefits Overview

Issuer

- Maintains continuity of payment relationships with the cardholder by reducing the opportunity to switch payment method or cancel the service when account information changes.
- Helps retain customers by making payment with a Visa card more convenient.
- Helps achieve deeper penetration into the account-on-file segment, including the \$1.7 trillion bill payment segment, of which Visa's volume surpassed \$100 billion in 2006*
- Helps reduce costs of customer service calls resulting from declines related to account data.

Acquirer

- Strengthens relationships with existing account-on-file merchants by reducing declines caused by changes in account information.
- Offers acquirers a selling advantage by providing merchants a value add service.
- Provides the opportunity to pursue new markets.
- Creates a potential new revenue stream.
- Increases sales volume due to seamless acceptance for account-on-file transactions.

Merchant

- Simplifies and secures account-on-file transactions.
- Increases authorization approvals.
- Helps increase sales and retain customers.
- Reduces the costs associated with contacting customers to obtain updated information.
- Cuts customer service expenses by preventing interruption of payment relationship.

Consumer

- Offers a seamless account update process.
- Facilitates uninterrupted service.
- Reduces negative experiences caused by declines.

Target Audience

- All U.S. acquirers and issuers are encouraged to enroll.
- Issuers whose customers use their card for recurring or automatic bill payment transactions.
- Merchants whose business model involves account-on-file payment processes.

Additional Resources

Visa Account Updater User's Guide

Visa Account Updater Terms of Use

Visa Member Implementation Guide

For More Information

- Contact your Visa Account Executive; or
- Call Visa Customer Service at **1-888-847-2242**; or
- Email the Visa Account Updater Product Office at updater@visa.com
- Issuers and acquirers can visit Visa Online at www.us.visaonline.com