



Visa Prepaid Processing Service

Visa General Purpose Reloadable Card

Offer underserved consumers the prestige, convenience and safety of a Visa card.

Overview

The Visa® Prepaid Processing Service provides a comprehensive Visa General Purpose Reloadable card solution that can help you build and expand your existing card portfolio and efficiently serve a new base of customers who may not currently qualify for traditional banking services. Offering the Visa General Purpose Reloadable card is a smart, secure way to serve a previously untapped segment and help increase your revenue stream through fees on initial card sales, reloads and interchange.

A trusted name in prepaid processing since 2001, the Visa Prepaid Processing Service has the reliable, state-of-the-art processing capabilities and dedicated services you need to support your prepaid goals. With extensive experience and a platform developed specifically for prepaid products, Visa Prepaid Processing Service offers you significant advantages as a prepaid partner.

Featuring a comprehensive set of parameter-driven functions and capabilities that allow you to customize programs, the highly secure, scalable platform enables you to select only the functions you need. And, by partnering with the largest issuer processor and retail electronic payments network in the world, you'll benefit from Visa's expertise and processes, which makes it easier to manage your card programs the way you want and need them.

Let the Visa Prepaid Processing Service help you reach a new segment of non-traditional customers.

What the Card Does

The Visa General Purpose Reloadable card provides underserved consumers with the prestige, convenience and safety of a Visa-branded card. It was designed for the nearly 80 million consumers* who don't have bank accounts, have limited access to credit and/or use check cashing services.

Visa General Purpose Reloadable cards can be used to pay bills, obtain cash at ATMs and make purchases everywhere Visa debit cards are accepted, including Internet and mail order/telephone order merchants. And, adding Interlink® and Plus® brand marks on the card provides expanded acceptance for cardholders.

Visa General Purpose Reloadable cards can also be used for commercial purposes. They provide an ideal option for any business needing to reduce cost and operational overhead by replacing payments using checks and cash with a payment card. The Visa Commercial card is well-suited for business applications such as employee expense/travel, petty cash, reward/incentive card programs and government disbursement programs such as Social Security, unemployment and child support.

Visa Reloadable cards can help you:

- Reach customers currently out of the financial mainstream
- Generate revenue from card sales and load fees
- Capture incremental deposits at low or no cost

Benefits of the Visa Prepaid Processing Service

High-volume processing expertise. Benefit from Visa's experience, success and reliability in processing card programs of all sizes and types.

Integrated prepaid solution. Delivers a comprehensive prepaid solution to address all your processing needs, from card management, multiple funding options, authorization services, fraud and compliance management and browser-based access tools to cardholder support services.



Benefits of the Visa Prepaid Processing Service (continued)

Centralized platform. Offers a single platform, developed specifically for prepaid products, for transaction processing, settlement and exception processing to help maximize your operational efficiencies.

Highly configurable and scalable system. Allows you to create prepaid card programs that address your specific business needs and opportunities. Parameter-driven choices let you design and manage multiple program types to address a variety of market needs.

Integrated fraud and compliance tools. Provides OFAC/Patriot Act screening, fraud rules, limits, thresholds and other fraud tools specifically for prepaid products—all built into the system.

Dedicated prepaid support services. Ensures you are never far from the answers you need. An account team of prepaid specialists provides a single point of contact for all prepaid issues and is available to promptly answer your questions, troubleshoot issues and provide proactive account planning.

Stability and security. Benefit from a highly secure, reliable platform and infrastructure based on Visa's industry-leading advanced technology, standards and security programs to keep your data and cardholders safe.

Marketplace responsiveness. Helps ensure you are on the forefront of Visa's new prepaid technologies and innovations.

Key Features

Enrollment options. Supports multiple enrollment paths to give you the flexibility you need. Establish new accounts using Visa's browser-based administration system (PAS), CSV file upload, batch card order file or your cardholder website.

Instant issue. Enables you to instantly load and activate prepaid cards at branch, retail or corporate locations for immediate use by cardholders.

Upgradeable. Allows instant issue limited reloadable cards to be upgraded to personalized unlimited reloadable cards.

Funding options. Supports multiple funding options, including:

- **Credit/debit card transactions.** Accept client-branded and/or foreign issued credit/debit cards for purchase and reloads.
- **Company account/cash.** Move funds utilizing tools outside the Visa system.
- **ACH deposits.** Send NACHA-formatted files to Visa, up to 4 times per day, for immediate processing.
- **Visa ReadyLink.** Allow cardholders to add value to their Visa General Purpose Reloadable cards at participating merchant locations.

Reloadable. Enables cardholders to add or "reload" funds as needed. They may also arrange to receive direct deposit of their wages, tax refunds and government disbursements to their card.

Cash access. Add the convenience of Interlink® and Plus® brand marks to your personalized Visa General Purpose Reloadable card for expanded acceptance, ATM usage and cash back.

Value reload options. Allows cardholders, with a valid funding account on file, to set their own loading and reloading schedule—Immediate, Scheduled and Recurring or Low Balance threshold.

Promotional codes. Create special fee schedules for promotions. Promotional codes override existing cardholder/buyer fees with a different rate for a pre-defined time period.

Cardholder statements. Supports optional, periodic statements in paper and electronic formats.

Emails and text messaging. Generates automatic emails and text messages to help you communicate with your cardholders about their card accounts and/or the status of purchases.

Consumer website. Create an additional sales channel with online presence. Your cardholders may access their accounts using a client-branded website featuring access to a wide variety of prepaid card services that can be configured for cardholder self-care and/or card sales.

- **Cardholder care.** Enables cardholders to enroll and register online, activate a card, view balance, funding and transaction history, manage passwords, suspend or reactivate a card and access program information/FAQs.
- **Card purchase.** Allows a cardholder to choose a design and purchase it via a shopping cart.



Superior Prepaid Processing with Visa

Authorization services. Benefit from premium authorization services that fit your needs. This flexible, reliable authorization system, with continuous availability, is specifically designed for the prepaid marketplace and provides the following services:

- Approve or deny transactions using extensive authorization parameters including card verification, available card balance, Address Verification Service (AVS), CVV/CVV2, expiration date and PIN validation.
- Unique support for Automatic Fuel Dispenser (AFD) transactions that allows issuers to reduce authorization risk through the use of status check messages, partial authorization and Visa's real-time clearing service.
- Support for Visa POS Balance Inquiry Service that allows cardholders to verify the remaining value on their cards at participating merchants.

Authorization tolerances and holds. Allows you to modify authorization parameters, based on Merchant Category Code (MCC), by using the following variables:

- **Authorization tolerance.** Add a specified percentage to the authorization request amount prior to the authorization. This would be used for MCCs, such as restaurants, which typically add a tip after authorization.
- **Authorization hold time.** Assign a specific authorization hold time for MCCs, such as airlines and hotels, which typically require more (or less) time before an authorization hold is removed.

Technology innovation. Access leading-edge innovation and technology with services such as:

- Visa payWave — Visa's contactless payment technology
- Mobile payment technology
- Alternative payment devices, including Visa Mini Cards and Visa Micro Tags that use RFID technology

Fraud management service. Delivers best-in-class tools and industry-leading services specifically developed to help reduce your risk and exposure to fraud. Visa has proven success in monitoring and identifying suspect card buyers and recipients, fraudulent enrollment attempts, suspect funding and authorization transactions. All fraud management tools are parameter-driven, based on your risk strategies, and include:

- Front-end enrollment screening
- Card activation
- Limits and thresholds
- Fraud and Flash Fraud Rules
- Dispute and exception processing
- OFAC/Patriot Act screening
- Transaction monitoring
- Falcon® Fraud Manager
- Fraud queue monitoring and analysis

24/7 cardholder support services. Offers full-time and after-hours support for cardholder inquiries, lost/stolen card reporting, address changes, funding questions, balance inquiries and transaction disputes via a dedicated toll-free number specific to your program.

Voice Response Unit (VRU). Reduce costs while serving your cardholders with a client-branded automated phone system for cardholder care. Visa's secure and reliable VRU supports services such as balance inquiry, card activation, transaction history, VRU password change, suspend or reactivate a card and transfer to a Customer Service Representative (CSR).

Prepaid Administration System (PAS). Provides an intuitive and easy-to-learn browser-based tool to facilitate management of your card program's back-office and account maintenance functions. This user-friendly system provides access to functions such as:

- Account enrollment and issuance
- Cardholder customer service
- Fraud and compliance management
- Account maintenance
- Funds and fee management
- Card inventory management

Reporting and data export. Helps you understand your prepaid programs clearly with the level of detail you need. Multi-level daily and monthly card activity reports enable you to reconcile your central funds pool and manage your prepaid programs. Pre-defined offline and on-demand reports are available. A daily raw data file is also provided for client data mining and custom report creation.

Card management services. Provides cost-effective card management services with complete card fulfillment services for issuance and reissuance of card plastics and PIN mailers. Reduce costs using Visa's volume pricing, gain access to multiple card vendors and a wide variety of card fulfillment services and products.

Superior Prepaid Processing with Visa (continued)

Card inventory management. Helps you gain a better understanding of your card stock volumes and simplify the management of your card inventory. Visa's card management system offers an automated mechanism for managing card inventory and generating new card stock orders via PAS. This system enables you to configure, down to the branch/location level, appropriate card inventory and reorder quantities.

Cardholder fee management. Supports more than 70 fee types for maximum flexibility in assigning fee structures. With "Account Disposition," you can apply dormant account service charges and "Foot Printing" enables you to exclude fees by cardholder/buyer address.

Negative balance management. Reduce your risk with successful management of negative balances. Let Visa's tools and services assist you in reducing your risk of losses due to negative balances. Visa's processing options are designed to manage this issue and can help you successfully recover funds when a negative balance situation occurs.

Exception processing. Gain an advantage from Visa's experience and expertise in full-service exception and dispute processing. Additionally, Visa provides the tools you need to manage and successfully process exception items yourself.

The Visa Prepaid Processing Service Advantage

Customer-focused. Meeting your payment product and service needs is Visa's business and priority.

Integrated processing solution. Reach your objectives with the Visa solution for success in the prepaid marketplace.

Continuous access and security. You're covered with reliable, state-of-the-art processing and security technology.

Single-point connectivity. One connection simplifies your Visa and EFT product processing needs.

Proven service. Specialized client team is dedicated to helping you meet your card program goals.

For More Information

Contact your Visa Account Executive, email prepaidprocessing@visa.com or visit www.visadps.com/prepaidprocessing.

* Study commissioned by Visa conducted by Bearing Point 2004-2005.

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Meet your payment processing needs with Visa