



Visa Payroll Card

The Prepaid Card Alternative to Payroll Checks

The Visa® Payroll card is a reloadable prepaid card that provides employers and employees a convenient, low cost alternative to payroll checks.

What It Does

The Visa Payroll card provides unbanked employees immediate access to their pay. Cardholders can use the card at an ATM, pay for purchases at the point-of-sale or pay bills—all with Visa cardholder liability protections. Like all Visa payment products, the Visa Payroll card can be used everywhere Visa debit cards are accepted. Visa Payroll cardholders receive monthly statements and can obtain account information at ATMs or by calling a toll-free number.

How the Visa Payroll Program Works

Upon enrollment, the employee will receive an embossed reloadable Visa Prepaid card. Each pay period the employee's pay is automatically deposited into their individual card account. Employees use their cards to obtain cash, pay for purchases, and, at your option, pay bills. Transactions are detailed on monthly electronic or printed account statements.

Where Accepted

The Visa Payroll card is welcome everywhere Visa debit cards are accepted—that's millions of locations worldwide including Internet and mail order/telephone order (MOTO) Merchants, Visa ATMs, and Member locations. You have the option to add the Interlink®, Plus®, and/or regional EFT mark(s) for expanded acceptance. And, if you choose, employees may use their Visa Payroll card accounts to pay bills via the telephone and Internet. In addition, you may support "convenience checks" to enable employees to pay third parties that do not accept card-based or electronic payments.

Target Audience

You market the Visa Payroll card to employers, typically your corporate customers. Employers offer cards to employees, who are the ultimate user. Unbanked consumers are the primary target audience, particularly part-time and temporary employees, employees without checking accounts, and those who do not wish to use their checking accounts for direct deposit. Convenience-minded employees, with or without checking accounts, are also targets.

Financial Institution Benefits

Benefits of offering the Visa Payroll card include:

- **Expanding corporate ties.** Expand relationships with existing corporate customers by providing an efficient and cost-effective alternative to pay underbanked¹ employees.
- **Creating new revenue streams.** Generate incremental revenue from new business opportunities and cross-selling other corporate/cash management services.
- **Attracting new business.** Attract new business by offering an innovative product that offers a sensible solution for employers and their underbanked and convenience-minded employees.

Key Features

- **Customer authentication.** Employees use signatures or PINs, depending on the service/feature used and capabilities of the acceptance device.
 - **Processing mode.** Transactions are typically authorized online according to standard Visa procedures, producing a debit to the "prepaid funds pool," reducing the card's prepaid value.

¹ "Underbanked" encompasses a variety of relationships between consumers and financial institutions. It includes individuals who have no banking relationships whatsoever, as well as those who do not maintain checking accounts. The term also includes consumers who maintain checking accounts but prefer not to use them to receive their pay.



Key Features (continued)

- **Web site.** Your Visa Payroll card Web site is the primary point of interface for employers and employees. Employers use the Web site to enroll employees and open accounts, initiate funding and adjustments, and order new cards. Employees use the Web site to check balances.
- **Visa protection.** All Visa consumer liability protections apply including transaction dispute rights and Visa's Zero Liability Policy.²

Card Design Considerations

Creative card design and packaging can reinforce your partner's brand and enhance the perceived value of the value of the card as an employee benefit.

■ Requirements

- The three-band Visa Flag, Dove hologram, and "V" symbol
- The word "DEBIT" in 11-point type face centered above the hologram
- BIN, account number, cardholder name, and expiration date
- Signature panel and magnetic stripe

■ Optional marks

- Your financial institution name/logo and/or proprietary program name³
- The Interlink, Plus, and/or regional POS mark(s)

■ Recommended

- The words "Payroll Card" or similar language

■ Co-branding

- Permitted based on *Visa Affinity Card Program Regulations*

Please refer to *Visa Prepaid Cards Design & Branding Guide* for additional information and design specifications. All designs must be approved by Visa USA Card Design Services.

Operational Considerations

Visa Payroll card transactions are processed through VisaNet[®]. When a card is used to make a purchase or obtain cash, a message is sent to the Visa Prepaid card processor. The processor authorizes the transaction and deducts the amount from the card's prepaid value. You must establish a link with an authorized Visa Prepaid processor and work with your processor to customize your Visa Payroll card Web site interface.

Cardholder Benefits

The Visa Payroll card offers employees myriad benefits:

- **Acceptance.** Usable wherever Visa debit cards are accepted. In addition, optional bill payment features offer underbanked employees a safe, convenient way to pay third parties.
- **Verified by Visa.** Visa Payroll cards may participate in Verified by Visa, providing cardholders with an extra measure of security to prevent unauthorized use for Internet purchases.
- **Cost savings.** Eliminates the need for costly check cashing services.
- **Safety.** Reduces the need to cash checks in their full amount or carry large sums of cash.
- **Security.** A lost or stolen Visa Payroll card may be replaced with full remaining prepaid value.
- **Convenience.** Employees may receive and access pay even when they're not on the job on payday.
- **Independence.** Reduces dependence on relatives and friends to cash paychecks and/or pay bills.

² U.S.-issued cards only. The Visa Zero Liability Policy does not apply to commercial card or ATM transactions, or to PIN transactions not processed by Visa or Interlink.

³ If your financial institution name does not appear on the front of the card, it must be clearly disclosed on the back, using the following language: "This card is issued by [insert financial institution name] pursuant to a license from Visa U.S.A. Inc."

Marketing Support

Visa supports your Visa Payroll card business-building efforts with a variety of marketing and planning/implementation tools. Examples include:

- **Market research survey.** A research study that provides qualitative results from two focus groups conducted to gauge employee mindsets and attitudes towards the product.
- **Legal survey of state payroll laws.** A state-by-state review of payroll payment requirements.
- **Planning and Implementation Guide.** An extensive document that offers advice on planning and implementing a Visa Payroll card program.
- **Issuer Financial Model.** A PC-based financial model to assist Issuers in determining their potential net benefit from introducing the Visa Payroll card.
- **Welcome kit.** Includes welcome letters for new/current employees, authorization/sign-up form, employee information brochure, and motivation offer insert.
- **Card delivery.** Includes card carrier, employee mini brochure, and cardholder transaction register.
- **Cardholder adoption and usage programs.** Customized marketing materials, including direct mail, statement inserts, training and sales materials, to help increase employee adoption and usage of the Visa Payroll card.
- **Best practices for implementing an employer program.** Key learnings from Visa Payroll card programs currently in market, covering areas such as company adoption, implementation planning, employee introduction and on-going marketing campaigns.

For More Information

Contact your Visa Sales Director or Visa regional office at:

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