

Visa Bill Pay For Merchants



Partner with Visa to Reach Your Business Goals

Many merchants that accept Visa® cards for bill payments have benefited from improved cash flow, lower costs and higher customer satisfaction by offering their customers more payment options. Put these benefits to work for your business by accepting Visa cards for bill payments.

Cut Costs and Increase Profits

- **Reduce expenses created by delinquent accounts** since Visa card payments are guaranteed.
- **Improve cash flow** since Visa card payments are received and post faster than check payments.
- **Cut payment processing and check-handling costs** since online processing reduces the number of customer service calls and related expenses.
- **Reduce charge-offs** by instantly shifting all non-payment risk to the financial institution once card transactions are authorized.

Increase Customer Satisfaction and Loyalty

- **More and more consumers prefer credit card payments.** Visa card payments have been growing at a rate of 22% per year. This growth is consistent across all income levels, signaling a general shift in the way consumers prefer to pay bills.¹
- **Customers are more likely to purchase additional products and services** if they pay bills with their card.

Get Updated Customer Information Faster

- **Receive electronic notification of changes to cardholder account information,** such as a new card expiration date or product upgrade, in a timely manner with Visa Account Updater.
- **Reduce customer contact costs** to obtain updated information.
- **Cut customer service expenses** by preventing payment interruptions.



“Research confirms that web-based bill presentment and payment can cost 60% less than traditional “check-in-the-mail” paper-based transactions.”

Chartwell, Inc.
January 2007

Now There Are More Reasons to Accept Visa Cards for Bill Payments

Consumer credit and check card bill payments are growing fast. Visa payments, in particular, have been growing at an average rate of 22% per year.² This trend holds true across all income levels, signaling a basic shift in the way consumers choose to pay bills.

Customers Want Payment Options

- **Save customers time and hassles.** With Visa bill payments, there's no need to write checks or hunt for stamps.
- **Bill payments are secure.** Visa's Zero Liability policy protects customers against unauthorized charges, including bill payments made online or by phone.*
- **Bill payments qualify for rewards.** Customers enrolled in an incentive program will earn points or miles for bills paid with their Visa card. It's another advantage of making payments with a Visa card instead of checks.
- **Service for the previously unbanked and underserved customers.** It is estimated that consumers in the United States who have no or limited banking relationships will load \$81 billion onto prepaid debit cards in 2009. Up from \$29.3 billion in 2007.³

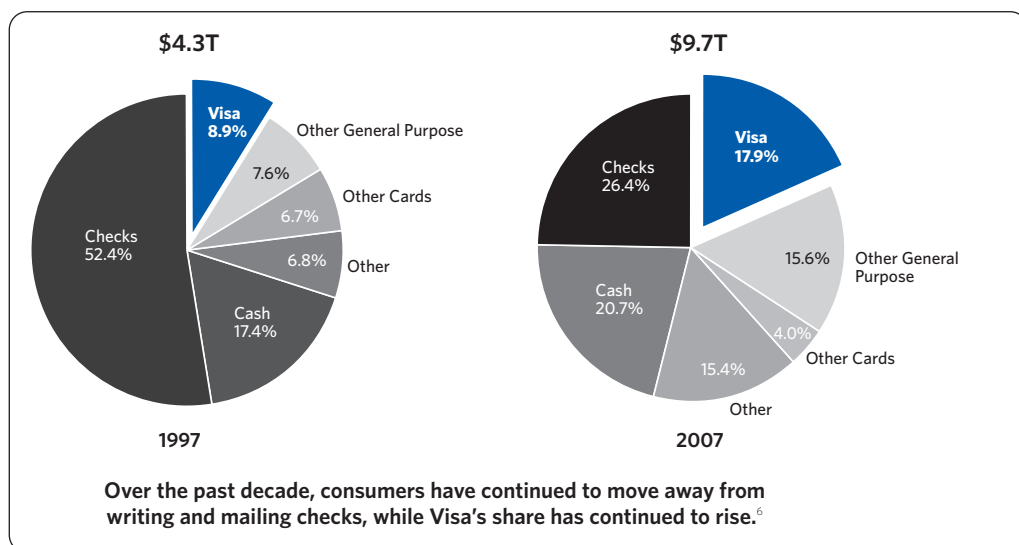


"What we've found since we started accepting Visa for bill payments is an increased level of retention among customers who pay with their cards as opposed to writing checks."

Bill Haddock
Controller
Farmers Insurance Group

Bill Payment Is One of Visa's Fastest Growing Sectors

- Online bill pay is growing rapidly, with a 34% increase during 2005.⁴
- Over 49 million households paid their bills online in 2006.⁵



For more information, visit www.visa.com/merchantbillpay or contact your Visa Account Executive:

Name: _____

Phone: _____ Email: _____

* Visa's Zero Liability policy covers U.S.-issued cards only and does not apply to ATM transactions, PIN transactions not processed by Visa, or certain commercial card transactions. Cardholder must notify issuer promptly of any unauthorized use. Consult issuer for additional details or visit www.visa.com/security.

¹ Downall Research - Visa Positioning, Messaging Study, January 2007.

² Visa U.S.A.-MARS Data Visa Fiscal Year 2002 through 2008

³ Packaged Facts, August 2007

⁴ US EBPP Forecast, 2006-2011, Forrester Research, 2007

⁵ JupiterResearch Internet Bill View and Pay Model, April 2008

⁶ Bureau of Economic Analysis, Nilson Report, PayStream Advisors, and Visa estimates, 2007