



Prepaid card adoption has created exciting growth opportunities for your company.

Build your business with the fastest growing form of payment.

As a marketplace leader in the payments industry, Visa’s innovations and strategies are a driving force behind the rapid development of the prepaid card category. Now, Visa® prepaid cards are taking their place alongside debit and credit cards as a major payment option. As a result, the market opportunity for prepaid solutions is expanding. Visa is dedicated to increasing consumer adoption and usage by ensuring a positive point-of-sale experience for every Visa prepaid card transaction.

A Valuable Investment for Any Business

Visa prepaid incentive, gift, promotion and rebate cards are a proven way for companies to win new customers, build loyalty and grow their business. Today, Visa gift cards are being sold in the U.S. in over 45,000 retail locations, and over 15 million rebates were issued to consumers last year in the form of Visa prepaid cards.*

With the growing popularity of Visa prepaid cards, it’s important that both consumers and merchants know the facts about prepaid card use at the point of sale. Correct handling of Visa prepaid cards will improve the likelihood of card approval and help ensure that every transaction is successful. Visa has developed a comprehensive educational program to help you deliver card-based rebate solutions that meet the needs and expectations of your clients and their customers with the ease and convenience your programs demand.

System Enhancements that Improve the Prepaid Experience

At Visa, we’re dedicated to the continuous improvement of the prepaid card user experience. These important enhancements are designed to create a seamless experience for both cardholders and merchants:

- **Balance Inquiry/Return** enables participating merchants to print the remaining Visa prepaid card balance on the sales receipt, so cardholders can see their balances and are better able to avoid unnecessary declines.
- **Partial Authorization** enables participating merchants to receive an approval for a partial amount of a transaction (i.e., the amount available on the card) when the amount in the original authorization request exceeds the available card balance. The merchant may then request another form of payment to cover the remaining transaction amount. This is an alternative to a decline when the available card balance is not sufficient to approve a transaction in full.

Create New Prepaid Card Opportunities with Visa's Merchant and Consumer Educational Materials

To further ensure a successful purchase experience, Visa has designed a comprehensive educational program to increase retail employee and cardholder knowledge about Visa prepaid cards. These training and educational materials are available for use now.

For Merchants



Training Guide
A reference document to help store managers train their sales associates on Visa prepaid card benefits and the proper steps to a successful Visa prepaid card transaction.



Employee Posters
Designed to drive awareness of the unique Visa prepaid card requirements and to educate employees on how to process a transaction.



Employee Tip Sheet/Sticker
Quick-reference pieces that explain how Visa prepaid cards work, with tips for handling transactions and answering customer inquiries.

For Consumers



Card Carrier
Advise rebate card recipients on how to get started and what they need to know before using their Visa prepaid cards. Provides steps on how to make successful purchases at the point of sale.



Card Sleeve
Gives cardholders an easy way to keep track of their Visa prepaid card balances plus important tips when making purchases.



Take-one Brochure & Tear Pad
Provide details on the features of Visa prepaid cards and tips on usage.



Email Communication & Website Content Templates
Easy-to-use templates include important usage tips for Visa prepaid cardholders.

Profit from Visa Prepaid Cards Today!

As Visa prepaid cards continue to grow, there are many ways your business can profit. Join Visa in taking advantage of the opportunities that Visa prepaid cards present for your company.

*Visa Prepaid U.S.A., 2007