



Visa DPS

The North West Company

## The North West Company Meets Rural Client Needs with Visa Prepaid

### THE CHALLENGE

We live in an advanced and interconnected world. Places that were once almost impossible to reach are now accessible by roads, waterways, and the skies. Despite the ease with which we can contact people on the other side of the globe - whether through the click of a mouse or a phone call - there are still geographies that present challenges in providing even the most basic of financial services. So when people living in remote areas of Northern Canada need access to financial services, who can they turn to? The North West Company is there to meet their needs. In the past, customers in these communities got paid by physically travelling to the post office to pick up checks, and then waiting in line at a local store to cash the checks - and access to both locations would be dependent upon weather conditions. In addition to the time spent travelling and waiting in line was the risk of not being able to receive the funds in the case of bad weather. Compounding these issues was the limitation of using cash for transactions like paying bills, shopping online, or booking travel.

### THE SOLUTION

The North West Company has specialized in meeting the diverse needs of its customers in underserved rural communities in Northern & Western Canada for over 200 years. The company prides itself on understanding and relating to their customers on a grassroots level. Store managers know their customers by name. They recognized their customers needed an easy alternative to cash and checks, and turned to a Visa Prepaid Card program from Visa DPS Prepaid Processing to meet their customers' needs. The North West Company created the We Financial brand with the philosophy of being there for customers, where they are, making it easy and keeping it simple. They needed a partner that fits that philosophy, and found it with the Visa Prepaid Card enabled by Visa DPS Prepaid Processing - it's an easy, convenient and secure alternative to carrying cash.

"We have an obligation to meet the unique and diverse needs of our customers, as we have been doing for over 200 years... Visa Prepaid has helped us bridge the gap in financial services in the markets that we serve to provide opportunities that our customers wouldn't otherwise have."

Mike Beaulieu,  
Vice President,  
NWC Services



“I’ve been the store manager in Nakina for twelve years and welcome the flexibility and access that I’m now able to offer my customers. Having a personalized card means that they can book hotels and make online purchases, things that were out of reach for many of my customers before the We Financial Visa Prepaid card.”

Matthew Donovan,  
Store Manager

At one of the more than 140 North West Company stores in these rural communities, Visa Prepaid cards can be instantly issued, with the option of receiving a personalized card. And the North West Company has partnered with Income Assistance entities as a payroll method for companies with local presence and for employees located in these communities. Through a program in partnership with these entities, each recipient receives a Visa Prepaid Card; the partner sends the amount to be loaded, and the North West Company automatically loads the card on the specified date and time. It’s an easy and hassle-free way for recipients to receive benefits, and it’s just one way North West Company has built financial services solutions based on knowing, and listening to, their customers.

So regardless of weather, road conditions or delayed flights, customers can access their funds when and where they need to. This product gives customers who largely have limited access to traditional financial services the ability to gain access to a world of opportunity. And Visa Prepaid helps enrich a trusted and personal relationship that North West Company has cultivated and maintained with its customers for generations.

## THE RESULTS

Visa Prepaid is a great fit for North West Company’s customers because it provides:

- Convenience and security as a **cash alternative**
- Access to **Visa acceptance** – in-store, **online**, or by phone
- Ability to book **travel, hotels, and car rental**
- **Direct deposit** for employment and benefits income
- Facilitation of **bill payment**
- Family and friends the ability to **share funds** and **access cash**

And with Visa Prepaid powered by Visa DPS, the North West Company has expanded its breadth of services, further promoted and differentiated its brand, and deepened customer relationships.

**Learn more about how Visa DPS prepaid processing can help your business.**

Contact your Visa Account Executive or Visa DPS at 888-847-2242.