



Linked directly to customer checking or other demand deposit accounts, debit transactions are among the fastest growing methods of payment today. They're fast, convenient and often use the same equipment at the point-of-sale as credit cards.

The Challenge:

Customers increasingly prefer alternatives to paying with cash or check, which can be costly for customer and merchant alike. For the customer, having cash on hand often means an extra trip to the bank or ATM, and for the retailer, checks can have burdensome costs while cash is prone to shrinkage. The costs of processing electronic transactions are also rising, and for large payments, interchange rates can quickly cut into your profitability, especially when you're prohibited from passing along processing costs to the consumer.

The Solution:

First Data offers multiple Debit Acceptance products to suit your customers' payment preferences, including personal identification number (PIN) debit, signature debit and Debit Bill Payment.

PIN debit is one of the fastest methods of payment available, emerging as a customer favorite. Customers just enter their PIN, verify the transaction total and press enter, with no signature required on the receipt. Cash back is also available at many merchant locations.

Signature debit allows customers to pay for goods and services at the point-of-sale with a card that directly accesses funds in their preferred accounts, instead of a line of credit.

Debit Bill Payment, a service offered through the STAR®, PULSE® and NYCE® debit networks, allows customers to use their ATM/debit card to initiate bill payments via your Web site, Customer Service Representatives/Sales agents or Voice Response Unit (VRU) system.

Here's How It Works:

PIN debit works similarly to other cards, but utilizes a personal identification number instead of a signature for identity verification. PIN debit transactions are also rarely subject to retrieval requests and chargebacks.

Signature debit mirrors the process for credit transactions, so merchants who already accept credit cards can easily add it to their payment mix.

Debit Bill Payment allows your customers to visit your Web site, call your Customer Service Representatives or Sales Agents or call your VRU, where they are prompted to provide ATM or debit card information to make a payment. Recurring payments are supported as well. All transaction types are processed in real time, and billers and customers alike receive immediate confirmation of approvals or denials, which helps them avoid late charges and better manage their accounts.

Help Your Business:

PIN Debit and Signature Debit:

- Encourage repeat business
- Earn customer loyalty
- Lower processing costs
- Process more reliably

Debit Bill Payment:

- Cut costs for handling checks, credit cards and Automated Clearing House (ACH) items
- Lower your adjustment/chargeback rates
- Increase customer satisfaction

Help Your Customers:

PIN Debit and Signature Debit:

- Pay quickly and securely
- Offer cash back with a purchase (optional)
- Make fewer trips to the bank and ATMs

Debit Bill Payment:

- Enjoy a greater range of secure payment options
- Confirm payment immediately

Features:

PIN Debit and Signature Debit:

- Wide range of point-of-sale equipment options to choose from for merchants in most industry segments
- Seamless integration into third-party software packages
- Easy integration with reporting solutions that tell you who your customer base is and how they prefer to pay

Debit Bill Payment:

- Supports Utility Companies, Insurance Companies, Educational Institutions, Governmental Agencies and Lenders- both secured and unsecured
- An integrated solution of set-up, training, authorization and settlement services
- Merchant billing, statements, reporting, customer service and technical help desk support
- Multiple connectivity options for processing multiple payment types

A Name You Can Trust:

We've been working with financial institutions and merchants for years, increasing our understanding of what you need to grow your business. We're a leader in payment processing solutions, serving over 4.6 million merchant locations. Put our expertise to work for you. Whatever your need, First Data stands ready to help.

For more information, please contact your sales representative.