

Tips for processing Visa Prepaid cards

Finding out the card balance

It is up to the cardholder to know the balance on their Visa Prepaid card. They can check the balance any time using the Issuer's 1-800 number or website found on the back of the card.

Embossed and unembossed cards

Visa Prepaid cards can be embossed, with raised characters, or unembossed, meaning they're flat and smooth. On unembossed cards, you'll see the words ELECTRONIC USE ONLY, which means transactions should be processed at an electronic terminal that allows for automatic authorization.

Personalized and non-personalized cards

Visa Prepaid cards can be personalized with the cardholder's name or they may be non-personalized — for example, they could have a generic title or no name instead of the cardholder's name. Both types of card are processed the same way.

Processing returns and refunds

A cardholder returning an item must present the Visa Prepaid card used to make the purchase along with the original sales receipt. Crediting funds to the card may take three to seven business days. If the customer does not have the Visa Prepaid card, refer to your store return policy. If the card has expired, the refund can still be credited to the Visa Prepaid card account; the cardholder must then contact the card Issuer and request a new card or a cheque for the refunded amount.

Voiding transactions

Purchases on Visa Prepaid cards can be voided the same way they would be with Visa credit cards. Similar to returns, it may take three to seven business days to complete the void process and credit the funds to the card.

Signatures

Like all Visa cards, Visa Prepaid cards contain a signature panel on the back and must be signed by the cardholder in order to be valid.

Expired cards

All Visa Prepaid cards have an expiry date, located on the front of the card directly below the 16-digit account number. While expired cards cannot be used to make purchases, they can be credited with refunds; the cardholder must then contact the Issuer to have a new card or a cheque issued for the refunded amount.

Online transactions

Visa Prepaid cards must be registered before making online purchases; cardholders can do this with the card Issuer via the Internet or over the phone — the Issuer's 1-800 number or website are on the back of the card.

Visa® Prepaid cards

Store Manager's Guide



Keep this guide handy to quickly answer any questions about Visa Prepaid cards from your staff or customers

¹ Jason Praw, Gift Cards are Here to Stay — J.C. Williams Group, 2004

^{2,3} Opportunities for the Public and Private Sectors in the Canadian Prepaid Market — Mercator Advisory Group, September 2007

* Visa claim based upon global number of general purpose cards, number of transactions and purchase volume.

About Visa Prepaid cards

What is a Visa Prepaid card?

Visa Prepaid cards are pre-loaded with funds that cardholders can spend anywhere Visa cards are accepted. They can be used to make purchases in store, online, by mail, and by phone at millions of merchants worldwide. Visa Prepaid cards are secure and convenient and are processed just like a Visa credit card with a magnetic stripe.

The growth of Visa Prepaid cards

The growth of Visa Prepaid cards can be attributed in part to the increased recognition of the benefits of this form of payment to merchants, businesses, governments and consumers, as well as its capability to meet a diverse range of payment needs such as:

- > Gift card
- > Travel card
- > General purpose card
- > Youth card
- > Employee/channel incentive card
- > Promotional/rebate card
- > Payroll card
- > Government benefits card
- > Healthcare card
- > Insurance claims card

The benefits of Visa Prepaid cards

Visa Prepaid cards make it easy to give and receive money and they can help increase merchant sales. Research indicates that many consumers spend more than the original face value of their gift cards — often nearly twice as much.¹ And because they're more difficult to counterfeit than paper certificates or vouchers, prepaid cards can help protect against fraud and theft.²

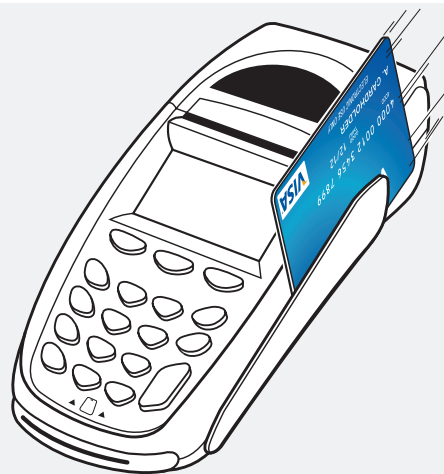
The flexibility and easy processing of prepaid cards as a form of payment have made them increasingly popular among merchants. According to a Statistics Canada study, the number of large merchants offering gift cards grew from 53% in 2003 to 82% in 2005.³

Who issues Visa Prepaid cards?

There are now several Issuers of Visa Prepaid cards in Canada, including Citizens Bank of Canada/Vancity, Peoples Trust Company, Royal Bank of Canada and Scotiabank.

How to recognize a valid Visa Prepaid card

While each Issuer's Visa Prepaid card is unique, certain standard features will enable you to recognize it as valid.



How to process Visa Prepaid cards

A Visa Prepaid card is processed just like a Visa credit card with a magnetic stripe.

- 1 Swipe the card
- 2 Obtain an authorization
If the purchase amount exceeds the card balance, the transaction will be declined. To process a split-tender transaction see opposite page.
- 3 Ask the customer to sign the purchase receipt, then check that the signature matches the one on the back of the Visa Prepaid card

How to process split-tender transactions

If the purchase amount exceeds the card balance, the transaction will be declined. Ask the customer if they would like to split the transaction between the Visa Prepaid card and another form of payment to cover the difference.

- 1 Ask the customer for the balance amount on the Visa Prepaid card
- 2 If the customer doesn't know the balance, refer them to the Issuer's 1-800 number or website on the back of the card
- 3 Once the balance is known, proceed with the transaction — it generally works best if you process the Visa Prepaid card first, then the alternative form of payment
- 4 Ask the customer to sign the purchase receipt, then check that the signature matches the one on the back of the Visa Prepaid card

For more information

To download an electronic version of this guide and learn more about Visa Prepaid cards visit www.visa.ca/prepaidformerchants or contact your Corporate Office. Upload this guide to your intranet today for easy sharing with your staff.

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