

Deliver superior service by providing additional payment choices and convenience to customers, while increasing participation in your loyalty and membership programs.

Innovative solutions from First Data make it easier and more convenient for consumers to pay for their purchases while enabling you to grow and differentiate your business. Customers in your loyalty or membership programs can link to their preferred payment account for secure and even faster checkout.

The Challenge:

Offering convenience to customers, building loyalty and making your business distinct in the marketplace require continuous adaptation to evolving customer demand. Driven by technology, new pricing or business models, a challenging economy, and savvy consumers, implementing new methods of payment are possible and active in the market today.

The Solution:

The latest payment innovations from First Data provide end-to-end, comprehensive products and services that deliver new value propositions. Enabling most any payment, on any device, to be authenticated, authorized and settled to any customer account, the CONNECTPAYSM solution can enhance your new or existing loyalty or membership programs with a customer's choice of payment. The solution supports many payment types, including a demand deposit account (DDA), a credit or a signature debit card account, all of which are protected by a self-selected Personal Identification Number (PIN).

Here's How It Works:

Participating customers register their favorite payment method with the new or existing loyalty or membership account and select a PIN. Then when customers make a purchase and enter their PIN, the payments are processed through their chosen payment account.

Help Your Business:

- Improve your bottom line with an increase in store traffic and higher per-ticket purchases
- Deliver superior customer service by providing additional choice and convenience to loyal customers
- Reduce wait times during peak business hours with fast payment processing for all payment types
- Increase participation in your loyalty and membership programs since your customers can choose their preferred payment method
- Reduce cost, in some cases

Help Your Customers:

- Enjoy an easy and convenient way to participate in programs and pay for goods and services
- Appreciate the convenience of a speedy checkout
- Benefit from the flexibility of choosing their preferred payment method
- Reap the rewards of your membership and loyalty programs with easy online or retail enrollment

Features:

- DDA-specific or multi-funded payment solutions
- Quick activation and usage
- Consumer adoption strategy and support
- Advanced technologies that facilitate easy implementation
- Leverage existing point-of-sale (POS) technology and processes
- Secure and easy integration with a broad range of First Data products and services
- Focus on operational ease

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.