

First Data® Debit Acceptance Products

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. 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.

First Data® Debit Acceptance Products

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

- Support of utility companies, insurance companies, educational institutions, governmental agencies and lenders (both secured and unsecured)
- An integrated solution of setup, 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 Global Leader in Electronic Commerce

First Data powers the global economy by making it easy, fast and secure for people and businesses around the world to buy goods and services using virtually any form of payment. Serving millions of merchant locations and thousands of card issuers, we have the expertise and insight to help you accelerate your business. Put our intelligence to work for you.

For more information, contact your First Data Sales Representative or visit firstdata.com.