

MasterCard® *PayPass*™

Best Practices for Merchants



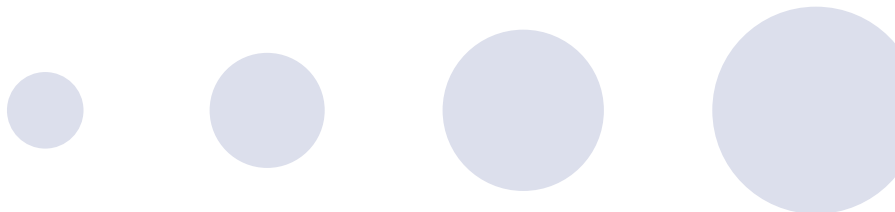
Making the most of MasterCard® *PayPass*™

Beyond the basic logistics of getting *PayPass* up and running, here are some important considerations that other businesses like yours have found helpful.

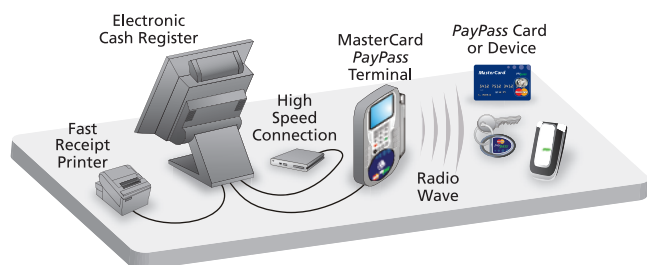
Selecting the right MasterCard *PayPass* reader to work with the right terminal

A variety of *PayPass* readers and terminals are available. When making your selection, keep the following in mind:

- Select the model that best suits your business needs. Consider limitations of counter space and other environmental factors such as outdoor locations when selecting equipment. For example, you can choose a *PayPass*-only reader and terminal that also supports self-swiping, or a stand-alone reader.
- A complete list of type-approved products is available at www.paypass.com, or contact your acquirer or processor for the latest list of MasterCard tested and *PayPass*-approved readers and terminals.



- There are some terminals and readers that are being evaluated and have not yet been type approved. Check www.paypass.com regularly for newly approved products. MasterCard will only support products that have already been approved.
- Confirm that the selected readers carry appropriate *PayPass* branding, and that the landing zone overlays do not use metallic materials including inks, papers, and backings. Using these materials will adversely affect the readers' performance. Check www.paypass.com regularly for newly approved products.
- It is recommended that a fast receipt printer be used; a key advantage of *PayPass* lies in its speed and convenience, and a slow receipt printer adds to the overall transaction time for the merchant and cardholder. Also, if possible, arrange for the customer's receipt to be printed ahead of a store receipt.
- If external power and connectivity lines are required for the *PayPass* reader or terminal, ensure that it is securely fastened and cannot be unplugged. Daily activities, including cleaning, may inadvertently disconnect readers, requiring staff to reestablish the electrical connection and reboot the system.



Connectivity

- Verify that your acquirer has completed end-to-end testing to ensure data element DE22 and DE61 compliance with credit, signature debit, and PIN debit transactions with MasterCard, other networks, and processors.
- High-speed authorization connections (for example, broadband, DSL, leased line, and V-SAT) are required. The extra time required for dial-up authorizations reduces the quality and benefits of the *PayPass* experience for both merchants and cardholders.
- To avoid double key entry of purchase totals, use automatic amount transfer between electronic cash registers (ECRs) and terminals.
- Reduce the number of transaction steps whenever possible. Examples include queries, prompts, and keystrokes.
- Use *PayPass* reader and terminal equipment that directly plugs into a terminal or ECR, i.e., readers that are connected electronically. (Adapters that fit in magnetic stripe slots are not proven to be reliable and do not support MasterCard required transaction coding.)
- To make *PayPass* payments even faster, transactions within your Quick Payment Service (QPS) limit do not require a signature or PIN. Be sure to have your *PayPass* readers installed with this in mind—they should be configured to bypass the signature or PIN prompt for transactions below your QPS limit.
- Avoid placing *PayPass* readers in close proximity to metal objects, as this can reduce the read range of *PayPass* cards or devices. Reader and terminal equipment stands should be plastic instead of metal.
- The reader should be installed in a permanent, stable fashion to prevent it from being knocked around and damaged.
- Position the *PayPass* reader and/or terminal to ensure that lights are always visible to the customer and are not adversely affected by other light sources, such as direct sunlight.
- Clerks should periodically check that the *PayPass* indicator light is on.
- We understand that in many retail environments, there are promotions and signage competing for counter space. We recommend that you assess the area available for your terminal and reader up front, and commit a space to it that will be consistent from location to location. This will prevent last-minute issues with finding a place to install *PayPass* equipment.
- After installation and system restarts, test readers and terminals with a full-test *PayPass* transaction through authorization and clearing.

Optimal reader and terminal installation

Starting with a pilot program

If you have more than one retail location, a trial run or pilot at one or two locations accepting *PayPass* can be useful in debugging your system ahead of a full rollout across all stores. A pilot can spare you unforeseen system-wide problems later.

Training and customer service

- We've prepared a library of training documents available for download at www.mastercardmerchant.com/paypass.
- If you prefer to maintain your own look and feel, you're welcome to lift *PayPass* instructional content and incorporate it into your current training materials as you see fit.
- For consistent, successful *PayPass* instruction throughout the organization, assign a key trainer at each location who is likely to remain employed with you over the entire period of implementation. This way, you will have an expert at each location who can provide identical training to current workers and new hires.
- Train your staff before acceptance of MasterCard *PayPass* begins and integrate *PayPass* acceptance procedures into your overall POS training. Include a discussion of the most common reasons a *PayPass* transaction may not work. Describe and illustrate *PayPass* usage and branding at the POS, explaining that cardholders should tap where they see the contactless symbol.



- Include MasterCard *PayPass* register cards at checkout as an easy reference for staff.
- Encourage your cashiers to prompt customers when to tap their *PayPass* card.
- Consider providing promotional incentives to customers who use MasterCard *PayPass* and to POS clerks who provide excellent customer service.

Merchandising and branding

- Take advantage of the POS marketing materials provided by MasterCard and your acquirer, processor, or ISO to educate your customers about the advantages of MasterCard *PayPass*. To order, visit www.mastercardmerchant.com/paypass.
- Proper merchandising and branding include use of decals at entranceway and point of purchase. We encourage creation of customized merchandising solutions to maintain your own "look and feel." Be sure to get MasterCard approval from your deployment lead.
- To avoid confusion among customers and keep lines moving fast, consider placing stickers prominently on your registers that read, "No signature/PIN required for purchases under your QPS."

For more information, please e-mail paypass@mastercard.com.

Based on insights gained from national and regional deployments in the U.S. and Canada.

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