



The key to successful Visa prepaid card transactions is knowledge.

Visa Prepaid Cards: Know How They Work to Make the Most of the Opportunity

More and more customers are paying for purchases with Visa® prepaid cards. That's a big opportunity for your business – provided you and your sales associates recognize Visa prepaid cards and know how to handle them at the point of sale. Take the time to read this valuable information on Visa prepaid cards and how they work. It will help make every transaction quick, easy and successful.

Different from Credit and Debit Card Transactions

First, it's important to recognize the many different types of Visa prepaid cards, including gift, rebate, promotion and incentive cards. Although they share many similarities with debit and credit cards, prepaid cards have some significant differences. Managers, sales associates and cashiers need to understand those differences in order to make transactions successful.

Knowing how to make Visa prepaid card transactions successful can help increase sales and customer satisfaction.

Three Steps to Success:

1

Know the Card Balance

Ask the customer for the **exact balance** on the Visa prepaid card before processing the transaction. Knowing the balance will help prevent the card from being declined and will speed up the checkout process.

If you are a merchant that can do a balance inquiry, please tell the customer the card balance. If the customer does not know the balance and you do not have balance inquiry capabilities, proceed with the transaction. If the balance is sufficient, the transaction should be approved. If the transaction is declined, advise the customer to check the balance by calling the toll-free customer service number or by visiting the website shown on the back of the card.

2

Split-tender Transactions

If the purchase amount is greater than the balance on the card, the customer will need to use a **second form of payment**—cash, check or a credit or debit card—to cover the difference. It's important to understand how to process split-tender transactions.

3

Push "Credit"

Ask the customer to **push "credit"** on the keypad and sign the receipt. Although it says "debit" on the front of the card, Visa prepaid cards do not come with a PIN, and the purchase will be declined if the customer pushes "debit" and attempts to enter a PIN.

Make every Visa prepaid card transaction successful, and share your knowledge with your employees. A successful Visa prepaid card transaction benefits everyone.

Transaction Tips:

- **Customer Balance Inquiries**

Some customers may ask the sales associate if they can verify the card balance on the point-of-sale system. Many merchants have this capability, and the list is growing. With this capability, it isn't necessary for the cardholder to know their exact balance before making a purchase. If your business does not have this capability, the sales associate should refer the customer to the toll-free customer service number or the website on the back of the card.

- **Credit for Returned Merchandise**

If a customer wishes to return an item purchased entirely with the card, and wants the refund applied to the card, the customer will need to present the card with the return. At the time of purchase, sales associates should advise all Visa prepaid card customers to keep their cards and receipts in case they need to return items. At the time of the return, advise the customer that it may take three to seven business days for the funds to be credited to the card.

- **Declined Transactions**

If a transaction is declined, the sales associate should let the customer know and ask for another payment method. As a courtesy, the sales associate may refer the customer to the toll-free customer service number or the website on the back of the card.

- **Voiding Transactions**

A sales associate can void a purchase at the cardholder's request in the same way as any other payment card transaction. The customer should be advised that it typically takes three to seven days for the funds to be credited to the card.