

Help lower costs and boost company revenue when you accept Visa® cards for bill payments

Industry experts agree that consumer credit and debit card bill payments will continue to grow at the expense of checks. The trend applies across all income levels, signaling a basic shift in the way consumers choose to pay their bills. Merchants who accept credit and debit cards for bill payments stand to benefit the most.

Satisfied customers can become repeat customers

- The top 5 telecommunications providers in the U.S. offer card payment options and have seen increased retention among customers who choose to pay by card¹
- *BusinessWeek* reports that Cox Communications enrolled just 20% of their customers in a card payment program and “renewals jumped,” even without incentive programs²

Embrace changing trends

- Nearly 90% of people who bank online will pay bills online by 2008³
- 33% of customers want card options for regular household bills⁴
- Phone, Web and auto-debit transactions will account for 60% of all bill payments by 2007⁵
- The Federal Reserve Bank reports “[bill payments by] credit cards and debit cards will each exceed the number of paid checks before the end of the decade.”⁶

Help cut operational costs

- Online processing reduces customer service calls by up to 25% and customer service costs by up to 65%⁷
- Card billing results in 66% less exception processing than ACH payments and 83% less than check mail payments¹

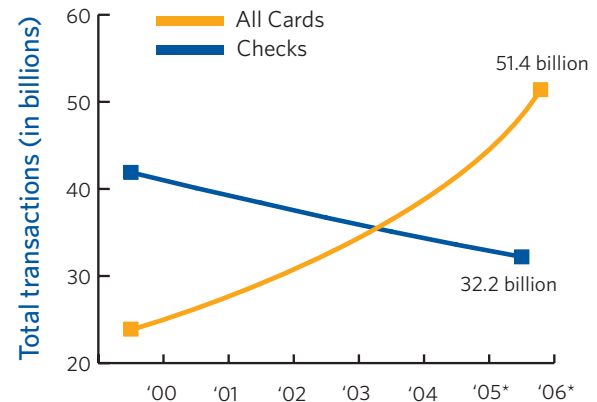
Encourage improved cash flow

- Receive card payments 8.5% sooner than check mail payments¹
- Card payments post 72% faster than check mail¹
- 20% fewer delinquencies than check mail payments¹
- Reduce charge-offs by 90% by instantly shifting all nonpayment risk to financial institution once card transaction is authorized¹

For more information ...

Please contact your Visa Account Executive today, visit www.visa.com/merchantbillpay, or email merchantsolutions@visa.com

Consumer Payment Trends



According to the Federal Reserve Bank, credit and debit cards are becoming an increasingly popular way to pay bills. The use of checks continues to slide.⁶

*Projected total transactions for 2005 and 2006.

“[We] realize operational benefits like lower bottom line customer service costs, streamlined billing, and other operating efficiencies.”

Michael Lowe
Manager of Customer Services
Salt River Project

“Our focus has always been to meet the demands of 21st century customers. By working with Visa... residential and small business customers [have] the convenience of automatic bill payment and the choice of payment options.”

Joyce Hayes-Giles
Senior Vice President
DTE Energy

¹Visa Merchant Benefits Study, July 2003

²*BusinessWeek*, Nov. 17, 2003

³Jupiter Research, 2003

⁴Customer Research, Inc., 2004

⁵Celent Research, 2005

⁶Federal Reserve Payments Study, December 15, 2004

⁷AAMVA Electronic Government Working Group Study, August 2001

