



Smart Payment
Systems, Ltd.



ISSUE 5

SMARTSOLUTIONS

IN THIS ISSUE

President's Message

Featured Article:
How to Reduce
Chargeback's

Special Promotions:
Gift Card Programs

PRESIDENTS MESSAGE:

Happy New Year!! All of us at BNA Smart Payment Systems would like to wish you all a safe and prosperous 2009!

News reports say that holiday spending was down this year, but for many of our clients the holidays still represent the busiest time of the year.

But have you considered how much returns and chargeback's are negatively impacting your profits? At BNA, we have. That's why this month's issue focuses on ways you can minimize their negative affects.

'Being educated is your best defence'

So in light of this, we hope you'll be prepared to minimize your returns and chargeback's for the year ahead.

If you'd like more information call our Vice President of Sales, Todd Frenette at 905.726.9753 ext 103 or email

Regards,

Matt

HOW TO REDUCE CHARGEBACK'S

Occasionally, a cardholder will dispute a charge that appears on his/her monthly bankcard statement and/or it may be discovered that the proper bankcard acceptance and authorization procedures were not followed at the point of sale. If this happens, your bank or processor will notify you of the dispute and debit the amount from your settlement/deposit account. This is called a "chargeback."

Chargeback's represent lost revenue. Below is a list of some of the reasons they occur:

- Merchants fail to respond to a request for a ticket copy within the allowable time limit
- A card has expired and there was no authorization at the time of purchase
- Duplicate charges to the card for one transaction
- A merchant posts a credit to a card, but the transaction doesn't post to the accountholders card
- The cardholders signature is missing
- Transactions form mail or telephone order that are completed by an unauthorized user
- The card was fraudulent.
- Cardholder disputes the quality or receipt of merchandise.
- The amount charged to the card was incorrect.
- Processing errors were made during the transaction.
- Proper authorization was not obtained.

Although chargeback's cannot always be completely avoided, there are steps you can take to help prevent them. The more you know about processing procedures, the less likely you might be to do, or fail to do, something that could result in a chargeback.

- Have proof that the card was present by making sure you swipe all cards through your terminal.
- Get an imprint whenever a card has to be manually keyed into a terminal. Be sure that all of the transaction information shows up on the imprinted copy including the amount, business name and location, and the cardholder's signature.



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ABOUT BNA

BNA Smart Payment Systems offers businesses globally a secure alternative to higher cost and less flexible POS transaction automation systems. We provide credit and debit card payment terminals and transaction handling services involving all aspects of POS credit, debit and stored value card processing. As the industry approaches 2010, BNA customers also will be equipped to make an easy and affordable transition to Chip and PIN systems.

BNA enjoys a powerful strategic alliance with Banksys of Brussels, a world recognized payment solutions provider known for innovation, security and reliability. In June 2001, BNA was appointed by Banksys to develop and certify payment software applications for North American Financial Institutions. The same year, BNA was given exclusive distribution rights for Banksys electronic payment products (terminals) in Canada and the United States.

Today, BNA has certified credit and debit payment applications with more than eight payment processors, serving industries such as General Retail, Restaurant, Entertainment and Professional Services.

Think you are stuck with your current transaction supplier because it costs too much or takes too much time to change? Think again. At BNA we take care of all the details for you. Simply let us know you'd like to install the most secure transaction services in your business and we'll take care of the rest.

GET STARTED NOW!

Join us for our Getting CHIP & PIN Ready tutorial, sign up now.

Call us today at **905.726.9753**, or visit
www.bnasmartpayment.com
for more information

- If the credit card is declined when swiped through the terminal, do not continue to try and get an authorization. Instead you should request a new form of payment from the cardholder.
- Verify that the number on the screen matches the embossed number on the credit card.
- Obtain an authorization number for the full amount of the sale — do not break the sale into several smaller amounts.
- Never altar a sales draft
- Always compare the cardholder's signature to the signature on the back of the card. If the signature panel is blank, have the cardholder sign it. If the cardholder refuses, you should request another form of payment.
- Have your return policy pre-printed on the credit card sales draft and signed by the cardholder at the time of the original sale. The refund policy must be close to the cardholder's signature to be recognized by Visa or MasterCard.

SPECIAL PROMOTION

Gift cards provide retailers with an extremely creative and cost effective means of attracting new customers while strengthening ties to current customers. In a world where schedules and responsibility are somewhat overwhelming, the need for convenience is monumental. Customers demand convenience. Gift cards meet this requirement and then some.

Studies prove that when a customer uses a Gift Card to make a purchase, they, more often than not, spend more than the value of the card - as much as twice the amount. Gift Card Programs significantly increase sales while providing retailers an unlimited avenue of marketing possibilities.

Gift cards have become enormously popular in Canada and are clearly taking Retailers and Consumers by storm. With the Gift Card market set to grow 20% annually for the next four to five years, it is critical not to miss this opportunity. Our BNA Gift Card Program will open the doors to unlimited possibilities.

