

MasterCard® Utility Industry Program

Benefits for You and Your Customers



The MasterCard Utility Industry Program is a unique initiative that makes it more beneficial than ever for your company to accept MasterCard cards as a payment option for your customers.

This program features a very favorable interchange rate*—introduced specifically for the Utility industry for qualifying one-time and recurring U.S. consumer credit MasterCard card, World MasterCard® card, and Debit MasterCard® card transactions.

The benefits don't end there, however.

MasterCard Acceptance: Advantages for Your Company and Your Customers

Accepting MasterCard credit and debit cards for bill payment can help you increase efficiency and reduce costs associated with billing.

And, because consumers increasingly prefer electronic payment options[†], making a card

payment option available could help you build customer satisfaction and loyalty and attract new customers in markets offering retail choice.

Ultimately, MasterCard acceptance benefits your customers as well, which is why they're likely to appreciate having it as a payment option.

Benefits of MasterCard Acceptance...

...To Your Company

- Greater customer satisfaction
- Reduced mail float
- Improved days sales outstanding (DSOs)
- Reduced manual processing for exceptions
- Ability to offer a convenient recurring payments option
- Enhanced e-Bill adoption

...To Your Customers

- Additional payment choices
- Enhanced convenience and control—no checks to write or put in the mail
- Opportunity to earn rewards in eligible loyalty programs, for customers with rewards cards



How MasterCard Can Help You Promote Card Acceptance

Marketing support is available for participating utilities, to assist you in promoting card acceptance and recurring payments. MasterCard can provide promotional assistance in many ways:

- Promotional copy for statement inserts
- Telephone “on-hold” message scripts
- Invoice messaging

In addition, we can provide you with Customer Service Representative Training Tips to help your company promote and explain card acceptance and recurring payments to your customers.

Program Participation Eligibility and Requirements

The MasterCard Utility Industry Program is open to companies whose primary business is the ongoing generation, transmission, or distribution of electric or gas power, home heating oil, water system supply services, or the collection and disposal of refuse.

Your acquirer (see “How to Get Started” below) will be able to determine whether your utility is eligible for the MasterCard Utility Industry Program. Once that determination has been made, your acquirer will

need to register your utility for the program in order for your company to begin receiving the Utility industry interchange rate on qualifying transactions.

As a participant in the program, your company must also meet these additional requirements:

- Accept MasterCard cards as payment in all channels in which you accept credit and debit cards
- Promote your acceptance of MasterCard cards in your customer communications as prominently and as frequently as you do other payment methods/brands
- Comply with all MasterCard rules, including those that apply to charges to cardholders. For complete rules, please visit mastercardmerchant.com.

How to Get Started

It's easy to begin accepting MasterCard cards.

Your first step is to obtain an “acquirer,” which is simply a financial institution that is a licensed MasterCard member providing services such as card payment processing, hardware and software, and monthly statements.

To register to receive referrals to acquirers that can help you begin accepting payment cards, please visit mastercardmerchant.com.

mastercardmerchant.com/utilities

Learn More Today

To learn more about the MasterCard Utility Industry Program and how to begin accepting MasterCard cards for payment, please speak with your acquirer, visit mastercardmerchant.com/utilities, or contact us directly at utilities@mastercard.com

*Effective mid-October 2006

¹2005/2006 Study of Consumer Payment Preferences conducted by the American Bankers Association and Dove Consulting, and sponsored in part by MasterCard Worldwide.