

# Visa Bill Pay For Utility Companies



## *Partner with Visa to Reach Your Business Goals and Help the Environment*

Many utility companies that accept Visa® cards for bill payments have benefited from increased profitability, lower costs and increased customer satisfaction by offering their customers more payment options. It's also a great way to help the environment by using less paper.

### Visa Utility Interchange Reimbursement Fee Program

- Over 2,120 utility companies are enrolled in the program<sup>3</sup>
- Regardless of your customer's bill amount, the Visa Utility Program includes:
  - \$0.75 rate for qualified consumer credit and debit transactions
  - \$1.50 rate for qualified small business credit and debit transactions
- Eligibility: waste, water, gas, and electric utilities

## Increase Customer Satisfaction

- **Customers want more payment options** than ever, especially with electricity prices up 17% in 2007.<sup>1</sup> In fact, card acceptance for utility payments has nearly doubled over the last seven years from 41% to 81%.<sup>2</sup>
- **Customer satisfaction has become a key performance indicator** for most energy delivery organizations and the billing and payment process is a big factor in satisfaction.<sup>1</sup>

## Cut Costs Plus Get Special Incentives Just for Utility Companies

- **Save money with discounted interchange fees** when you enroll in the Visa Utility Interchange Reimbursement Fee Program. Then pass these savings on to your customers, since there's no need to charge a convenience fee.
- **Cut payment processing and check-handling costs** since online processing reduces the number of customer service calls and related expenses.
- **Reduce expenses created by delinquent accounts** since Visa card payments are guaranteed.
- **Help the environment** by accepting Visa card payments online. You can save trees and reduce carbon emissions. In fact, for every 10,000 bills paid electronically, 3,729 pounds of paper are saved and more than 148,398 pounds of greenhouse gas emissions are eliminated.<sup>5</sup>



*“Our relationship with Visa will allow SRP to further deliver on our commitment to service options and convenience ... by providing recurring bill payment services, while also allowing us to realize operational benefits like lower bottom line customer service costs, streamlined billing and other operating efficiencies.”*

Michael Lowe  
 Manager of Customer Service  
 Salt River Projects

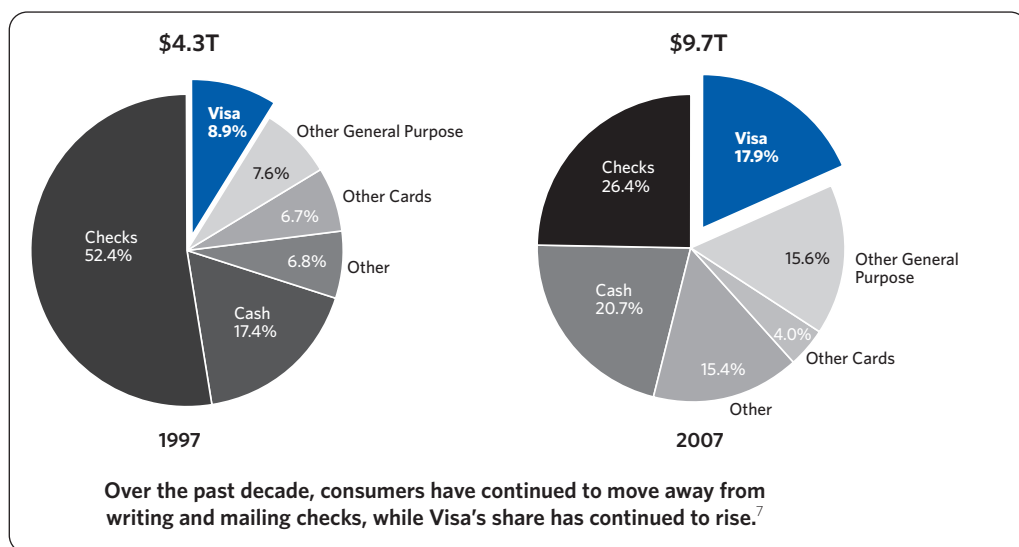
## Increase Profits and Operate More Efficiently

- **Improve cash flow** since Visa card bill payments are received and post faster than check payments.
- **Reduce charge-offs** by instantly shifting all non-payment risk to the financial institution once card transactions are authorized.
- **Receive electronic notification of changes to cardholder account information**, such as a new card expiration date or product upgrade, in a timely manner with Visa Account Updater.

## Become Part of One of Visa’s Fastest Growing Sectors

Utility bill payment is one of Visa’s fastest growing sectors. In fact, 85% of utilities and energy-service providers have the ability to receive electronic payments.<sup>6</sup>

- **It’s so convenient that customers want card options for utility bills.** Since there’s no need to write checks or hunt for stamps, Visa bill payments save customers time and hassles.
- **Bill payments are secure.** Visa’s Zero Liability policy protects customers against fraud, including bill payments made online or by phone.\*
- **Bill payments qualify for rewards.** Customers enrolled in an incentive program will earn points or miles for bills paid with their Visa card. It’s another advantage to making payments with a Visa card instead of writing checks.



**For more information, visit [www.visa.com/merchantbillpay](http://www.visa.com/merchantbillpay) or contact your Visa Account Executive:**

Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

\* Visa’s Zero Liability policy covers U.S.-issued cards only and does not apply to ATM transactions, PIN transactions not processed by Visa, or certain commercial card transactions. Cardholder must notify issuer promptly of any unauthorized use. Consult issuer for additional details or visit [www.visa.com/security](http://www.visa.com/security).

<sup>1</sup> Edison Electric Institute, 2007  
<sup>2</sup> Credit Card Acceptance, September 2007  
<sup>3</sup> Javelin Strategy and Research, 2007

<sup>4</sup> Visa Master List/Utility Program, November 2007  
<sup>5</sup> Marketwire, December 2007  
<sup>6</sup> Cards & Payments, May 2007

<sup>7</sup> Bureau of Economic Analysis, Nilson Report, PayStream Advisors, and Visa Estimates, 2007