

# Merchant Services

February 17, 2021



- Credit cards more prevalent (Low Touch)
- Changes in buying behavior (buy local)
- Covid/ Food Shortage concerns
- Changing technology adapting to environmer



# PRICING

Pricing is made up of four components...

- Discount Rate = rate the processor charges the Merchant
- Interchange = wholesale cost paid to Assoc. Member
- Dues & Assessments, Network fees
- other costs (Boarding, payroll, overhead, etc.)



## Swipe/ Non-Swipe

- Rates include Interchange and Association Fees

## Interchange Plus

- Merchant pays Interchange or Pass Through
- Dues & Assessments Pass Through
- Visa APF/ MC NABU Pass Through
- MS Rate + Transaction Fee Surcharge

## 3-Tier

- Merchant is given three rates
- Qualified (*CPS Retail, Merit III*)
- Mid-Qualified (*Key entered, Merit I, Reward Cards*)
- Non-Qualified (*Corp, T & E, Standard*)

## Rate+ Billback

- Merchant is given a Qualified Rate & Transaction Fee
- Anything that doesn't qualify, the merchant is billed the difference in interchange and the surcharge percentage

# EQUIPMENT



- Terminal
  - Rates
  - Processing



## Mobile Options







Clover Mini



Clover Station Pro



Peripherals

- Clover Integrations:
  - Clover Online Order for Restaurants
  - Clover Invoicing
  - Feedback, Loyalty, Rewards Apps
  - Ability to interface with social media platforms
    - Facebook
    - Instagram
  - 3<sup>rd</sup> Party apps
    - Website Builders
    - Quickbooks and Accounting Integrations
    - Other Business Management Solutions
    - Gift Card
    - Telecheck Acceptance
- Ability to connect directly into your current website

# PCI COMPLIANCE

- What is PCI Compliance?
  - Chip and its importance
  - Tokenization and Encryption
  - Monitor Hardware
  - Monitor Software
  - Certification
- Risk to your business
  - Financial
  - Reputational



PCI DSS:

The Security Your Customers  
Are Looking For

**EBT**

- Snap / FNS number
    - Before Signing up
    - After Signing up
  - Ways to Accept
    - In Person
      - EBT Acceptance
      - App in Clover Devices
      - No additional hardware necessary
      - Supported by Clover Security Plus
    - Gateways / Ecommerce
      - Some gateways do not support
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# Questions to ask yourself about payments

- How could you accept differently to meet your business goals?
  - Can you accept pre-orders
  - Are you leveraging social media
  - Are you taking advantage of rewards program
  - Are you engaging your customer base?
  
- Are you making it convenient for your customers?
  - How can you make transactions low touch?
  - Does your technology “look” up to speed
  - Could you make better use of mobile technologies to take advantage of “drive thru” options
  - Are you offering their preferred form of payment
  
- Are you as competitive as you could be?
  - Are you accepting the transaction in the cheapest form?
  - Do you have the right equipment?
  - Do you understand the different types of transactions and their cost?

