

Conversion Process

BENEFITS AT A GLANCE

- Project plans to organize and project target dates
- The ability to accept cards from your previous processor
- One secure interface to handle all of your processing needs
- Experience converting gift card programs from virtually every other gift card processor in the market



Getting Off to the Right Start

As one of the industry leading providers in payment acceptance, Chase Paymentech has the ability and the resources to seamlessly convert your existing gift card program to ours. Our conversion process is market tested and we are experienced in providing leading retailers, restaurants and e-commerce sites a smooth transition to their new gift card program. In fact, Chase Paymentech has experience converting gift card programs from virtually every other gift card processor in the market.

This ensures that merchants from virtually any segment – retail, restaurant or otherwise – are eligible for any one of our program options. With Chase Paymentech as your gift card partner, you are given back the freedom to focus on your business' most important issues.

Chase Paymentech's Experience Makes it Easy

Once you've chosen to partner with Chase Paymentech, your own dedicated resource, a Conversion Project Manager goes to work guiding you through a Gift Card Conversion Questionnaire. Along with a sample file you provide of your current gift card program's account data, these documents provide us critical information to help get your program's conversion started. The Conversion Project Manager will discuss point-of-sale (POS) conversion, new gift card delivery time frames (if applicable) and assist in setting important milestones for your conversion. They will also create a project plan to organize and forecast target dates for your conversion to be completed.

Managing Card Production

In many cases, it is possible to use your existing gift cards – both active and not yet activated. With your completed Conversion Questionnaire, our Conversion Team will help determine your best conversion options.

If you do order new gift cards through us, we will work with you on design and proof approval. We can also integrate you into our suite of card production services that includes many levels of fulfillment.

The Reliability You Demand

You'll access one secure interface to handle all of your processing needs. Every transaction is run on our proprietary, reliable and fully-integrated processing infrastructure. All systems are redundant and replicated in near real-time, which means your data is secure every step of the way.



Resource Preparation

The conversion of your gift card program requires the utilization of a variety of resources – you, Chase Paymentech and your previous provider – to make sure your conversion is successful. Your Conversion Project Manager will coordinate such activities to ensure complete account set up. The actions of each party can be seen as follows:

What Does Chase Paymentech Do?

- Create and manage the project plan
- Coordinate POS deployment
- Process card data files
- If needed, coordinate the printing of new cards
- Run project meetings attended by you and Chase Paymentech. Your old processor may attend these project meetings if you deem it necessary.

What Do You Do?

- Participate in project meetings
- Negotiate with old provider on obtaining relevant data files. Familiarity with our competitor's reporting packages enables us to guide you on the data needed for a conversion.
- Negotiate with POS provider for needed software compatibility

What Does Your Old Provider Do?

- Deliver account data files

The Finishing Touches

On the date of your POS conversion, we will finish loading data from your old provider and your POS will now interface with Chase Paymentech. Upon conversion, you will be able to accept customer cards from your previous processor through Chase Paymentech. A file containing the old card number and its corresponding new gift card number will be provided to you for your records.

Chase Paymentech: The Right Partner

When it comes to a gift card partner, you need the right program for your business, the right information to make good decisions, and the right support to keep the program running smoothly. You get all that and more with Chase Paymentech. When you add one of our gift card programs to your business mix, the only change you may notice is an increase in revenues.

A business unit of JPMorgan, Chase Paymentech is a global leader in payment processing and merchant acquiring. Providing access to a variety of payment methods, including credit and debit cards, stored value options and electronic check processing. On the internet or at the point of sale, our unique combination of outstanding service, innovative solutions and financial strength offers solid benefits to companies both large and small.

There's More to a Gift Card Than Giving

Gift cards can represent a significant business opportunity for any business, even yours!

Try using gift cards as:

- Employee incentives
- Promotional cards
- Merchandise return cards
- Employee cards

When you do, you'll be able to offer all the perks your customers and employees demand, with all the flexibility and control you expect from your gift card program.

Make the Right Call

Ask your Chase Paymentech Account Executive for more information about how Chase Paymentech can take care of all of the details and make converting your existing Gift Card program easy.*

www.chasepaymentechgiftcards.com

*Depending on when you executed a merchant agreement with Chase Paymentech for credit card services, you may be required to execute a new Gift Card agreement. See your Chase Paymentech representative for details.

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