

***In this issue:****Meet our staff**Marketing Corner**Interchange  
ABC call**Quiz**Quarterly Training*

TransFirst  
Provider of Internet, PC  
software, or terminal  
solutions

**For comments  
or suggestions  
contact**

jwarren@transfirst.com

TransFirst, LLC  
371 Centennial Parkway  
Louisville, CO 80027

Client Relations  
800-745-2659 Phone  
303-417-8698 Fax

# TRANSFIRST In Focus

## Insightful. Innovative. In depth.

**Meet our Staff—Monica Ankele  
Manager, Relationship Management  
Financial Institutions National**

We are pleased to introduce Monica Ankele, Monica currently Manages the Relationship Management Team. Monica came over to Transfirst with the Bank of America acquisition back in September 2002. Monica has been in the credit card industry for over 25 years.

Prior to TransFirst Monica managed high volume merchants, agent banks, conversions and sales.

Monica has now been with TransFirst a little over 6 years. Monica has taken on several roles in the last 6 years with TransFirst and now manages the National Account Relationship Management Team.

Monica is a native of Colorado; she has been married over 26 years to her husband Leo. She has one son named Bo and a grandson named Elijah. Her husband and son started their own garage door business several years ago. Her favorite thing to do is camping and fly fishing with her family. She started fishing when she was 6 years old. Her dream is to catch a 20 lb trout and have it mounted so she can hang it in her rustic cabin. You can never have a bad day of fishing!

**Marketing Corner—Going After Business in 2009****Finding new business:**

- Create a sales culture for your bank:

Create a sales and marketing mind set so you are always looking for ways to create new business opportunities. Watch how other businesses are attracting new customers. Look for local business publications listing businesses opening in the next 1-3 months. Frequently they list business address and phone number. The key is to get to the business before they open and sell merchant services. Create a business journal where you can chart your contacts and successes. Look for listing of all the new business permits in the newspaper and make contact with them. Join your local chamber of commerce and attend functions. Get to know some of the members and develop a network of business contacts.



- Centralize responsibility for merchant services:

Assign a specific person to be responsible for sales and marketing of merchant services. To be successful, one key person should be actively managing and promoting the product. If a new or existing business opens a new account, you can send out a letter thanking them for their business and asking them if they need merchant services. Go out and visit all of your businesses once a quarter, and at the same time spread the word about new merchant services products and updates. Develop your own merchant services newsletter and drop off a copy during your visit.

**Walk in customers:**

- Offer incentives for referring a new merchant customer. Offer this to your new accounts personnel and loan officers. Create a simple form they can forward to you for a follow up call to the prospective business. If you are handling several tasks at the bank you can create a reminder file to remind you to make calls and find out services the merchant needs. If the merchant is already processing, ask for three months of current processing statements and provide a profitability analysis. You can offer a check rebate to a new business customer on a new check order when they bring in their processing statements.

## December ABC call—interchange



**Interchange** is the fee associated with a merchant's use of the Visa/MC system. It involves cardholder recognition via issuer BIN and card number, authorization of the sale, electronic access to the system, worldwide payment options, a fraud, security and chargeback system to protect merchant clients, reporting, and cardholder statements.

### **There are two sides to the Visa/MC industry:**

1. Card Issuers have the lead role and manage the cardholder side of the business. Their role is to also place as many cards in consumer hands as possible. Consumers average four cards per person.
2. Acquiring side of the business manages the merchants. They sell and service merchant accounts, have daily interaction with the merchant, and are charged all fees associated with merchant accounts.

**Historically** Visa/MC focused on increasing transaction counts, and gradually consumers changed usage patterns from monthly bill payment to daily convenience use for lower ticket items.

The primary goal of card associations today is ongoing communication of fraud schemes, audits, and reporting. Issuers, acquirers, and cardholders all suffer from fraud in this industry. Systems need to include data mining to predict problem situations. Fraud and loss control cost money.

### **Merchant pricing:**

- Interchange is the largest cost in the merchant processing equation and is paid to the issuing banks. They use this for marketing and getting as many cards in users hands.
- Assessments are paid to Visa and MC.
- Authorization of cards is a cost of using the electronic network system.
- Processing fees are for settlement, back end, and statement fees.
- Operational costs include service, risk monitoring, chargeback processing, etc.



### **Qualification of rates:**

For each interchange category listed on the Visa/MC grids, there are requirements outlined by the Card Association to qualify for that rate. The card type, the industry, and merchant behavior are the three main factors that influence interchange.

**See December 2008 ABC call presentation for more detail.**

## Quiz: Merchant Terminal Installation Tips



**Name four basic installation basics that you can tell your merchant for quick and easy set ups.**

1. Bankcard processing terminals work best with a dedicated analog line, which is a telephone line that has it's own telephone number, much like a fax machine.
2. The telephone line from the terminal into the telephone wall jack should not be on a splitter and should instead be plugged directly into the wall jack.
3. If the new Merchant Services terminal will share a line with the telephone that will be used during the training call, you may want to have a cell phone available during the training. Please be sure to give us this information when contacted, and provide the cell phone number that the training representative may call.
4. If your telephone system requires an access number to dial out (for example 9 or 8), please be sure to let us know when contacted to schedule the training appointment.

**Send in additional installation tips you may have to share to [jwarren@transfirst.com](mailto:jwarren@transfirst.com)**

## Quarterly Training



Sign up and try us out!

TransFirst offers quarterly training sessions for your staff members. These trainings are held in Louisville, Colorado. The next available session will be February 11th and 12th. What a great opportunity for continuing education! RSVP's or cancellations must be received by Friday February 6th.

The "Basics" class includes information on basic bankcard philosophy, credit and risk requirements, overview of networks, and the certified software list, forms, TransLink, and the TransFirst online application.

The "Products" class will provide information on our ancillary services such as CrossCheck, Gift Cards, Petro Program, Merchant Prepaid, and Electronic Eligibility. TransAction Central, wireless solutions, and the latest Omni series terminals will also be covered.

**Schedule training now for your branch! See the invitation emailed on January 5th which includes the Registration form. Contact your TransFirst Account Manager for questions or more details! There is a \$25 non-refundable fee per class for any person who fails to attend that did not provide cancellation notice by Friday February 6th.**

