



FASTER CHECKOUT, SHORTER LINES

VISA

WITH VISA, YOU AND YOUR CUSTOMERS BENEFIT

When it comes to expediting your shoppers' checkout experience, Visa can help keep you and them moving forward. Compared to cash and checks, Visa transactions not only can help increase speed at checkout but can also help mitigate long lines, improving the overall shopping experience.

SECURE TRANSACTIONS, SATISFIED CUSTOMERS

Accepting Visa payments at POS is a win-win. It can increase your customers' satisfaction by helping them have a convenient and secure checkout experience. It can also help protect your business from fraud, and can help your business grow as a result of increased efficiency at checkout.

Enjoy the benefits of accepting Visa such as:

- Expedited checkout. Electronic payments mean faster customer checkout, which can increase customer satisfaction and enable more customers to be served.
- Potential for increased sales. While the average U.S. cash transaction is only \$17, U.S. credit card purchases average \$66 and U.S. debit card purchases average \$42.¹
- More secure shopper experience. Cash and checks can expose your business to theft and fraud, but Visa's efforts have kept global fraud rates at near-historic lows, instilling greater confidence in your customers.
- Innovation efforts. Visa's focused innovation can help you broaden your services to customers, including mobile payment initiatives for even faster checkout and best-in-class risk tools to keep your Visa transactions secure.

For more information on how you can accept and promote Visa, please visit www.visa.com/merchant.

1. Visa Payment Panel Study (2Q11 to 1Q12). Visa Payment Panel Study was commissioned by Visa and has been conducted continuously since 1991 by independent research firm TNS among 20,000 respondents annually, aged 18+, and who own at least one payment card.