



How a Paycard Program Maximizes Direct Deposit Enrollment and Helps Your Company Go 100% Paperless

Presented By:

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Agenda and Discussion Topics



Overview of Current Payroll Card Space



Employer and Employee Benefits



Additional Considerations of Implementing Paperless Payroll



Next Steps: An Action Plan



Key Objectives: What You' ll Learn



How implementing a paycard program can bring savings to your company's bottom line & provide your employees a robust benefit



How paycards can take your company's payroll 100% paperless



Learn the process for choosing and implementing a successful paycard program



Product Definition

Product Name: Payroll Cards

Visa Payroll cards are reloadable prepaid cards that offer employers an efficient way to distribute employee wages and other compensation (e.g., bonuses, awards, etc.).

Employees would choose a Payroll card because:

1. They do not have a bank account for direct deposit or
2. They have direct deposit but want the card to manage funds or as a means to provide funds to a spouse or dependent.





Payroll Cards — Market Awareness

BusinessWeek

DECEMBER 17, 2001

SPECIAL REPORT

The Best Products of 2001



Visa Payroll Card was featured as one of the most innovative new products by Business Week magazine¹



The Mayor and Treasurer of SF launches paperless pay initiative²



Close to 10 million paycards in use

¹ Business Week, 12/17/01 The Best Products of 2001: Special Report

² <http://www.currencsf.org>

³ United States Census Bureau Supplemental Survey of Unbanked/Underbanked 2011



The Visa Payroll Card Solution

- ▶ Payroll cards enable companies to offer employees without bank accounts the benefits of electronic payroll direct deposit
- ▶ Employers can also reimburse employee expenses, pay bonuses, awards, and termination pay directly to the card
- Employees receive a prepaid, reloadable, Visa card in place of a paper payroll check
- Employees can use the card to make purchases and pay bills anywhere Visa debit cards are accepted. Employees can access cash at any Visa/Plus[®] ATM worldwide¹



Current Payroll Card Environment



- Many programs will be Visa or MC
 - Beware, not all are branded, some are PIN networks only
 - Signature and PIN usage
 - Provides fraud protections that come standard with these brands
 - Accounts are FDIC Insured and Protected by Regulation E
 - Some states even allow mandating of electronic pay, and these cards are an acceptable method





Current Payroll Card Environment

Successful models include the first transaction free each pay period which can be used as follows:

- Free POS
- Free ATM
- Free bank teller transaction / convenience check
 - This meets the “pay to the penny” requirement that all states have



Does the paycard provider help train employees how to use the card correctly?

- Customer Services should work with employees and refund fees to help them learn to use the card correctly



Current Payroll Card Environment

- ▶ Other key features to be concerned about
 - Customer Service – can make or break a program.
 - Ensure it is always FREE, 24X7X365 and multi-lingual
 - Ensure it is in house and not outsourced (especially abroad)
 - Implementation
 - Must be delivered by an experienced staff
 - Technology capabilities
 - Texting
 - Email Notification
 - Mobile Applications
 - Other associated programs
 - Online mall / discount center





Current Payroll Card Environment

▶ Fee structures

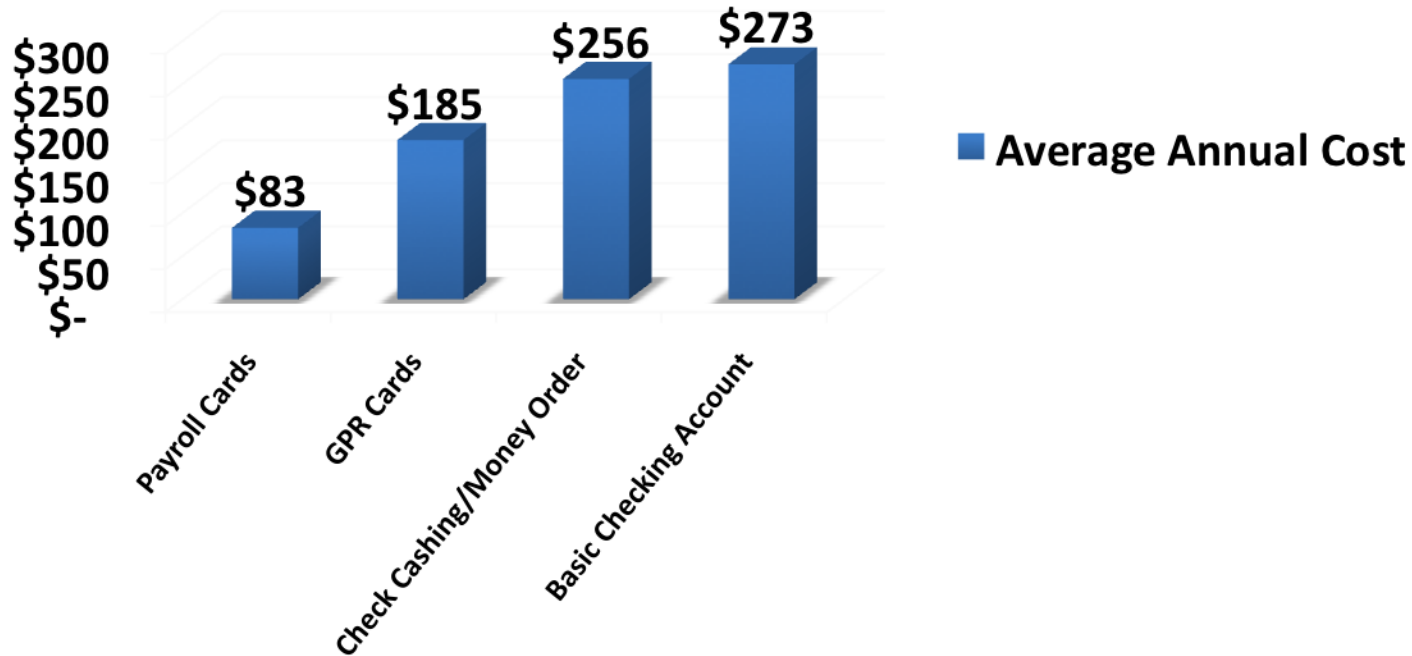
- Employees should be able to use the cards free of any fees if you utilized properly (FREE pay to the penny access)
- No start up fees or load fees for the employers
- No start up, activation, or monthly fees for the employees
 - Some programs still have these fees



Employee Cost Savings

- Payroll Cards are more cost-effective for consumers than other payment methods, including checking account, some prepaid GPR cards and cash-based options.

Cost Associated with Different Payment Methods



**Results based on a study conducted by Bretton Woods, a management advisory firm specializing in financial institutions. Source: Paybefore.com.*

Employee Benefits

- Protected under Regulation E
- Visa Zero Liability Policy
- Cardholder balance is FDIC Insured
- NO more check cashing fees
- NO more standing in line or travel time
- NO more lost checks
- FREE cards for family members
- FREE transaction per pay period
- FREE monthly card maintenance
- FREE Signature Transactions
- FREE Bill Pay
- FREE Card to Card Transfers
- FREE email, text message or voice message when your card is loaded
- FREE multilingual “live” customer service 24x7x365
- FREE enrollment in our rewards program
- FREE balance inquiry online, automated phone system and live customer service
- FREE Mobile Web and Two-Way Texting





Compliance

- ▶ Important items to consider
 - FDIC Insured
 - Regulation E
 - VISA Zero Liability
 - PCI Level 1 Certified
 - SSAE 16 Type II Audited
 - Call Center CISP Certification



Compliance

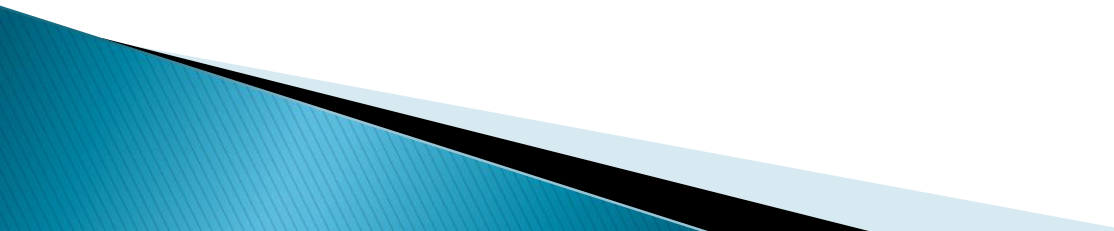
▶ State Regulations

- How does the provider advise you regarding compliance?
- What advice do they provide and is it for the life of the program?
- Legal
- Professional Associations (American Payroll Association, Association of Financial Professionals, American Staffing Association, etc.)
- Quarterly Newsletter
- Monthly Tidbits

Where you can Mandate Paperless Pay

- Alabama
- Arizona
- Colorado
- Delaware
- Indiana
- Kansas
- Kentucky
- Louisiana
- Maine
- Massachusetts
- Michigan
- Mississippi
- Missouri
- Nebraska
- North Dakota
- North Carolina
- Ohio
- Oklahoma
- Oregon *
- South Carolina
- South Dakota
- Tennessee
- Texas
- Washington
- Wisconsin
- Wyoming *
- Utah

State Regulations in “Yellow” States

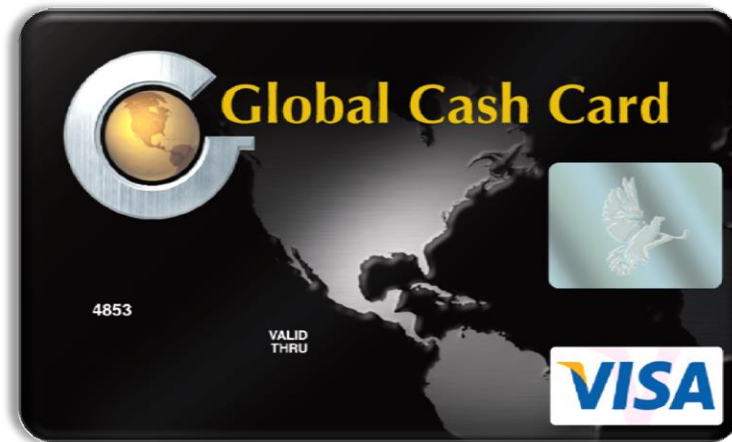
- ▶ Florida – Choice of paycard or direct deposit can be a condition of hire for employees hired after July 1, 2009. However, already employed individuals receiving checks cannot be terminated for refusing to be paid electronically.
 - ▶ Iowa – Employees hired after July 1, 2005 may be given the option of being paid on a paycard or by direct deposit.
 - ▶ Virginia – Employees hired after January 1, 2010 may be given the option of being paid on a payroll card or by direct deposit.
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Promote Direct Deposit

- ▶ How does your disaster recovery plan impact the delivery of pay to your employees?
- ▶ Top 10 US States that have declared emergencies per FEMA include: TX, CA, OK, FL, WA, NY, OR, CO, AL, & NM.
- ▶ USPS Saturday delivery may be going away – impact?
- ▶ Promoting direct deposit to a bank account or a paycard will ensure:
 - Employees are not at the mercy of the mail or other delivery methods when those methods are impacted by a hurricane, snow, or any inclement weather.
 - Instant funding can be done remotely (away from the impacted area) and not requiring employees to come into the office to get paid.

Questions





Where To Learn More

- ▶ Visit the Global Cash Card Website:
www.globalcashcard.com
- ▶ Schedule a live demo

- ▶ Contact: George Mavrantzas
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Global Cash Card



SYSTEMS + SERVICE

= EASY

THE FORMULA FOR PAYCARD SUCCESS