

Shift4® word

The Voice of Shift4 Corporation and \$\$\$ ON THE NET®

Volume 1, Issue 4

Payment Processing News from Shift4 Corporation

March 2005

WHO YOU GONNA CALL?

Have a problem or question with which Shift4 can help, but are not sure who you should contact?

Support – If you or your customer has a question or problem about a live \$\$\$ ON THE NET system, contact our Support Department directly at (702) 597-2480, Option 2. Please note that if you are calling Support in regards to one of your customer's sites, the customer must be on the phone with you when you call.

Installations – Calling to schedule installation or training? Need help with paperwork or forms? Then call your Installations Coordinator, Beverly Bocek at (702) 597-2480, ext. 3426.

Sales Assistance – Want to setup a demo with a prospective customer? Need help or assistance closing a sale? Then contact Jared Kleinman at (702) 597-2480, ext. 3438.

Shift4 Relationship – Have questions regarding your partner agreement with Shift4? Want to add additional features to your interface? Call Brett Williams, (702) 597-2480, ext. 3436, or Eric Hoke, (702) 597-2480, ext. 3433.

Marketing – Want copies of our brochures? Interested in a joint marketing campaign? Looking to customize any of our marketing pieces? Then call our Marketing Manager, Rebecca Kalogeris, at (702) 597-2480, ext. 3419.



Remember, by calling the correct person or department directly, you can be ensured that you are receiving the fastest and most accurate assistance.

HELP IS ON ITS WAY

Our goal is simple: to help our partners effectively sell, train and install \$\$\$ ON THE NET. To this end, we are pleased to announce the completion of our partner toolkit. This toolkit is filled with sales tips, product information, installation guidelines, pricing information and more, all designed to provide you with the tools and information you need in one central location (and all delivered in a nice leather portfolio).



We are in the process of assembling these toolkits and you can expect to receive them the first week in March. Once they have been sent, Jared will be contacting you to set up a conference call to go through the toolkit with your sales team and answer any questions they may have. Our hope is that this toolkit will serve as an ongoing vehicle of communication, with periodic updates mailed out, and a powerful resource for your entire team.

CONTRACT KILLER

Please note that no setup information can be sent to our Installations Department without a complete and signed contract being attained from the customer. For customers that Shift4 bills directly, this includes an executed ACH or Credit Card Payment agreement. (Shift4 cannot accept ACH agreements from Canadian merchants, so they must complete the Credit Card Payment form.)

Also, please remember that as of February 28th we will only be accepting the new version of the Master Service Agreement that was sent to you via email at the beginning of this month. Any Agreement received after this date that is not the new version will be returned to you and a new Agreement will need to be signed and completed by your customer.

OVERCOMING COMMON NO'S

I don't want to pay transaction fees.

We have hundreds of examples where our customers have lowered what they paid their bank for credit cards by much more than the pennies they pay us. That means they get our service for free and they still save money. Plus, they get a system that allows them to keep the accounting of credit cards in order, helps prevent trusted employee fraud, manages retrieval requests and charge backs and thus saves even more money. When you take into account the additional money they can save by \$ \$ \$ ON THE NET processing directly with American Express, the pennies they pay for \$ \$ \$ ON THE NET make even more sense (or is it cents).

What Merchants Get for the Pennies They Pay :



- The ability to authorize, audit, edit, settle, report, reconcile, archive and retrieve up to 24 months of transaction data from multiple locations anywhere on earth
- A single solution for credit, debit, check and gift/loyalty card transactions
- Full integration of all systems (front desk, retail, food and beverage, etc.) at the point of sale
- High-speed, low-cost connections to all major processors for sub 3-second authorizations
- Direct processing to American Express to eliminate costly third party processing fees and enable next day funding
- Ability to eliminate expensive dial up costs charged by the bank or processor
- Ability to split dial to multiple processors per merchant ID allowing credit card processing with one processor and debit processing with another
- It's Your Card®, Shift4's own comprehensive gift card system, as well as interfaces to some of today's leading gift and loyalty card solutions
- Fraud protection that notifies merchants directly via secure email when someone is issuing a credit without a corresponding charge

- Certified compliance with any and all new credit card requirements from the Card Associations (including Visa's CISP program)
- Ability to audit transactions on a daily basis to ensure that merchants receive the best possible interchange rates and eliminate lengthy month-end reconciliation
- Real-time notification at the end of each settlement batch of how many transactions were compliant to help optimize qualifications
- Assured delivery technology to ensure that credit card transactions get through and get through only once, eliminating missing or duplicate transactions
- Unsurpassed security of real-time and archived credit card data!
- The ability to make money on the transactions of foreign cardholders by splitting transactions off to a Dynamic Currency Conversion acquirer
- Best customer service available, 24hours a day, 7 days a week
- Software upgraded regularly, automatically and transparently

Another excellent way of showing prospects what they get for the pennies they pay, and even what they can save in the long run, is to utilize our ROI calculator. This tool allows you to calculate their monthly savings based on their actual numbers – transaction rates, credits, downgrades, communication fees, etc. – and clearly illustrate the potential savings.

The calculator can be accessed online at www.shift4.com/otnroi.cfm. If you have any questions about the calculator or if you need any assistance analyzing your customer's statement, please contact Jared Kleinman at (702) 597-2480, ext. 3438.

The Shift4Word is edited by Rebecca Kalogeris, Marketing Manager for the Shift4 Corporation. She can be reached by email at rkalogeris@shift4.com or by calling (702) 597-2480, ext. 3419.



Content is the opinion of Shift4 Corporation

© Copyright Shift4 Corporation, All Rights Reserved



Shift4 Corporation

1491 Center Crossing Road

Las Vegas, NV 89144-7047

(702) 597-2480

www.shift4.com