



Adapting to a new  
payments landscape

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**us bank.**

Payment Solutions  
powered by Elavon



## Understanding and preparing for the new payment experience

This year brought new challenges for small businesses and consumers alike. The pandemic has put a laser-like focus on safeguarding the cardholder payment experience and providing new ways of doing business. Now, more than ever, it's crucial to prepare your business, your employees and your community for a new market reality.



We're here to help. Payment acceptance is an essential building block for any business. To adjust to new consumer demands, it's time to take a look at how payments can help pivot your operations and overall strategy.

# Top 10 Focus Areas of Our Business Owners\*



1

Attracting  
customers



2

Having  
enough time  
for everything



3

Making  
enough  
money



4

Controlling  
costs



5

Hiring and  
retaining  
employees



6

Health  
insurance



7

Possibility of  
an economic  
recession



8

Retaining  
customers



9

Tax issues



10

Cash flow  
management



Which of these resonates with you?

Which have you already solved for?

Believe it or not, PS can help in most of these areas!

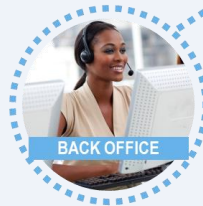
\*Womply Small Business Survey, August 8, 2017

# COMMERCE EXPANSION: VISIBILITY

We want to make sure you're open and visible in all payment environments. That's what your competition is doing, from the large global corporations to your neighbors next door.



Which of these environments are you working in today?



How would additional payment options improve the experience of your customers?



How would additional revenue streams shape the long-term growth of your business?

**SINGLE  
MID  
SETUP!**

Businesses have the opportunity to accept card payments in multiple environments through one Payment Solutions account!

## Providing a touchless experience

As we transition to a new business reality, enabling consumers to pay their preferred way is key to customer satisfaction. Simply accepting credit and debit cards is no longer enough.

### Contactless/Mobile Wallets

The ability to accept contactless payments should be an essential component of operating safely and minimizing the spread of germs. Contactless cards, mobile wallets and smartwatches are all convenient and quick ways to pay while avoiding contact at the point of sale.

EMV/NFC-enabled POS devices are the most essential part of accepting contactless payments in-store and on the go. Contact your payment processor about special offers and rental programs to get up and running quickly.

2020 was poised to be the year of contactless adoption before business changed as we know it, and now its adoption is increasing exponentially.



**31 million**

Americans tapped a Visa contactless card or digital wallet in March 2020, up from 25 million in November, with overall contactless usage in the U.S. growing 150% since March 2019.<sup>1</sup>

Online transaction volumes in most retail sectors have seen a **74 percent** rise in March 2020 compared to the same period last year.<sup>2</sup>



## eCommerce/Omni-commerce

As online shopping and ordering reach a tipping point, a business's ability to add eCommerce payment functionality to their business is key to future success. Look for flexible solutions that multitask – including accepting payments in-store, online, via mobile or phone.

Cloud-based POS solutions can help you simplify your operations and uncover strategic insights that can empower small business to grow.



## Managing cash flow

Want to reduce business costs and expenses? You can access your cash faster and control payment processing expenses with new funding speed solutions, surcharging and Commercial Card Optimization.

### Funding solutions

Cash flow is the core of keeping a business open and running. Whether it's paying invoices or payroll, investing in a new technology, or upgrading to new customer engagement channels, having money in your account enables you to achieve your goals.

### Benefits of cash flow management

- Have cash on hand ready to invest in any opportunity
- Balance deposits versus withdrawals to avoid delays in paying bills, invoices, or other costs
- Know when cash will be available to schedule payments
- Easier reconciliation of batch versus funding deposits



**66 percent**

of small businesses say that funding timing has the largest impact on their cash flow management.<sup>3</sup>



Funding direct to your deposit account, **every day** of the week.

**Everyday Funding** allows you to get funding seven days a week so you can pay invoices quicker, cover your expenses faster and increase your cash flow efficiency. The best part of Everyday Funding is that it works on weekends, not just weekdays, which means funding is direct to your deposit account every day of the week. Everyday Funding is available free to U.S. Bank checking customers with a U.S. Bank Payment Solutions account. If you're interested in faster access to cash flow, let us help you identify your checking and payment options.

Batched on day	Batched before	Funds available
Monday	10:00PMET	Tuesday
Tuesday	10:00PMET	Wednesday
Wednesday	10:00PMET	Thursday
Thursday	10:00PMET	Friday
Friday	10:00PMET	Saturday
Saturday	10:00PMET	Sunday
Sunday	10:00PMET	Monday

**Next-Day**

Batched anytime on any day	Batched before	Funds available respectively
Monday	6AM 10PMET	12:30PM 11:30PMET
Tuesday	6AM 10PMET	12:30PM 11:30PMET
Wednesday	6AM 10PMET	12:30PM 11:30PMET
Thursday	6AM 10PMET	12:30PM 11:30PMET
Friday	6AM 10PMET	12:30PM 11:30PMET
Saturday	10:00PMET	11:30PMET
Sunday	10:00PMET	11:30PMET

**Everyday**

## Solutions that lower costs

Everyone wants to save money, especially if it's done without giving up a great customer experience or downsizing offerings. Interchange and assessment rates make up the majority of card acceptance cost, and we've developed opportunities to reduce these costs in all business environments:

**Optimize interchange costs associated with commercial card payments.** Commercial card usage has been steadily growing since 2014, and the cards aren't set to reach maturity until 2022, which means market usage of these cards is still on the rise.<sup>4</sup>

However, when we look at our own internal data, we know that most merchants are not processing these cards at their most optimal interchange rate. We created a software called Commercial Card Optimization that auto-populates the fields necessary to achieve lower interchange rates on commercial card transactions. No upgrade or download required.

Save money, without upgrading equipment or downloading new applications.





## Surcharge

Bypass credit card acceptance cost all together with surcharge. If you're looking for a solution that gives you complete control and predictability in your card acceptance costs, surcharging could make it happen. Surcharging is a percentage-based fee applied to the final total of a transaction. This fee is used to cover the cost of credit card acceptance for the transaction, which means the cardholder paid for the cost instead of the business.

Whether it's online or in-person, surcharging is a strong option for businesses looking to take charge of their costs. Plus, debit cards are set at a flat rate cost, regardless of PIN entry or not, which makes billing statements easier to read and evaluate.

**More than a pricing program.  
It's a business growing solution.**



## Fraud/Security

Atop of mind for both you and your customers. Contactless payment technology utilizes EMV/Chip card technology inherently make transactions safer.

The increase in online transactions also means taking a closer look at card-not-present (CNP) fraud. As more consumers turn to eCommerce transactions, it's important you have the tools in place to prevent malicious account takeover and phishing schemes.

Be sure to look for advanced fraud solutions that provide a frictionless cardholder experience while offering stronger security and authentication protocols.

### **A note on friendly fraud**

CNP transactions come with their own rules and chargeback guidance that may be new to merchants unfamiliar with online transactions. Ask us about tips and tools that could help manage this new payment channel, reduce chargebacks and prevent your funds from being withheld.



In March, fraudulent-attempted transactional value grew by

**13 percent**  
year over year.<sup>2</sup>

Counterfeit fraud dropped

**80 percent**

when merchants adopt EMV-compliance devices.<sup>5</sup>

## Get prepared

Ensure you're ready to adapt to a new business landscape. U.S. Bank and Elavon provide you and your business with strength and stability during uncertain and changing times.

### Preparing for the new payment experience

- EMV/NFC-enabled POS devices for in-store and curbside pickup
- Mobile payment options
- Online ordering and delivery options
- Security and fraud management solutions
- Everyday funding, including weekend funding
- Solutions that lower your payment acceptance cost

<sup>1</sup>Visa, <sup>2</sup>ACI Worldwide, <sup>3</sup>Payments Journal, <sup>4</sup>Mercator <sup>5</sup>Business News Daily

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Bradley M. Munos  
U.S. Bank Payment Solutions  
Market Manager | Team Lead  
[bradley.munos@usbank.com](mailto:bradley.munos@usbank.com)  
Cell: (563) 676-3333



*the POWER of POSSIBLE.*

# The Power of Payments

HELPING YOUR BUSINESS  
DO MORE BUSINESS



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