



SigALERT

Q1 2015

TSYS. It's a Final Countdown.

In the last issue of the SigAlert we wrote about adding TSYS to our platform options. Three months have passed since then, and we are excited to tell you that we are going live on May 1! This is a very important chapter for us in building a stronger processing partner for you and your merchants, and we hope that you are as excited as we are!

Many of you have been patiently awaiting this news. For those of you who have never worked with TSYS, we promise that you will be impressed with their professionalism, efficiency, ingenuity, commitment to the highest standards of quality, and their dedication to their clients and partners. TSYS' products are designed with their customers' interests in full focus and based on a deep understanding of merchants' wants and needs. That's how TSYS has operated from the very start. "From our earliest beginnings, in 1888", TSYS tells their story, "when the manager of a cotton mill in Columbus, Ga., learned that one of his young workers had no safe place to store her money, which served as the catalyst to form one of the first banks in the area, to 2013, when we acquired a company whose mission centers on empowering consumers with the convenience, security and freedom to be self-banked, TSYS has always pledged to do the right thing for people and put their needs first. These principles and values remain a strong part of our culture today and reflect our commitment to People-Centered Payments®(tsys.com)

TSYS is a global, publicly-traded company with operations in more than 80 countries. TSYS provides electronic payment services to financial institutions and companies around the globe, as well as a broad range of issuing and acquiring payment technologies, including consumer, credit, debit, healthcare, loyalty, prepaid, chip and mobile payments.

Now, let's talk about the benefits TSYS is bringing to our merchants and how it can aid you in your retention efforts and in making your sales offer more relevant and attractive.

- TSYS offers easy-to-understand merchant statements;
- With TSYS, merchants can start accepting chip cards. This feature is still not available on FDR;
- Now, this is a biggie. TSYS provides a next-day funding option with three late cut off times to qualified merchants;
- Currently, we have one (early) cut off time. TSYS offers two cut-off times with late batching out. This feature translates into much faster deposits;
- Multi-lingual, after-hours help desk is available in Spanish, Korean, Vietnamese, and Russian;
- Another great feature that is currently not available on any of our platforms: merchants will have the capability to deposit their funds into multiple checking accounts;
- Merchants will have a choice to deduct fees from their gross sales batch.

We bet all of this makes you excited! We will continue to keep you informed on our TSYS progress. In the meantime, please call us if you have any questions about the platform and its features.

Feeling Blue without OptBlue?

Not for long! You have been asking us about the AMEX OptBlue program for a long time, and finally we can say that with the TSYS partnership we will be able to start offering this new merchant servicing program and enable our merchants to accept American Express cards through the OptBlue program.

OptBlue will allow your merchants to accept and process American Express card transactions the same way they do other payment card transactions from major networks. Let's spotlight the most significant merchant benefits:

- Merchants will now have one customer servicing contract for all card processing needs, and dedicated service from a single point of contact;
- Funds will be deposited with a single deposit for all card transactions, and speed of payment on AMEX transactions will be consistent with the other cards;
- Merchants will have the same statement for all card networks which means simplified reconciliation for all card transactions;
- And, finally, attractive and flexible pricing. We will now have ability to set the pricing.

What does the OptBlue program mean to you?

- Residuals!!!

Soon we will be conducting a series of training sessions to help you build a solid OptBlue foundation and to equip you with the tools you need to sell AMEX acceptance through OptBlue.

The power of staying connected with your prospects

Recently we came across some interesting stats on the correlation between the number of times one follows up on a deal and the probability of closing it. We challenge you to put this math to the test! Try our Lead Manager in SigAgents to track your results.

SALES STATISTICS

- 48% of sales people never follow up with a prospect
- 25% of sales people make a second contact and stop
- 12% of sales people only make three contacts and stop
- only 10% of sales people make more than three contacts
- 2% of sales are made on the first contact
- 3% of sales are made on the second contact
- 5% of sales are made on the third contact
- 10% of sales are made on the fourth contact
- 80% of sales are made on the fifth to twelfth contact