



## Visa Easy Payment Service

Faster transactions. Lower cost.



The smarter way for your customers to pay. Speed and convenience at payment makes a big difference to customers — and you.

**\$25** OR LESS

VEPS eliminates the need for a signature on nearly all electronically-read card-present Visa transactions of \$25\* or less.

**\$50** OR LESS

Signatures are no longer required on electronically read card present transactions of \$50 or less at Supermarkets and Discount Stores.

By eliminating signatures for low value transactions, the Visa Easy Payment Service (VEPS) keeps your business moving.

Under the current Visa Easy Payment Service, there's no signature needed on nearly all electronically read card present Visa transactions of \$25 or less.

With VEPS, businesses in more than 98% of our Merchant Category Codes (MCC) can accept Visa without customers pausing to sign their name. And a receipt is generated only at their request.

VEPS can increase speed at the point of sale, boosting efficiency for you, and satisfaction for your customers. It can increase customer throughput and build loyalty by helping them use Visa safely, quickly and easily.

VEPS is getting even better. Signatures will no longer be required on transactions of \$50 or less for U.S. merchants in two major category codes: Supermarkets (5411) and Discount Stores (5310).

### For Qualifying Transactions, the VEPS Program:

- Eliminates the need for merchants to ask for customer signatures
- Eliminates the receipt requirement, unless requested by the cardholder
- Eliminates the need to retain transaction receipts
- Provides protection from chargebacks (for Reason Code 75 – Transaction Not Recognized and Reason Code 81 – Fraud – Card-Present Environment)

\*Excluded transactions: Major MCCs excluded from the VEPS program include Wire Transfer Money Orders (4829), Automated Fuel Dispensers (5542), Direct Marketing (5960, 5962, 5964, 5965, 5966, 5967, 5968, 5969), Financial Institutions (6010, 5011, 6012), and Betting (7995).

## Qualified Transactions:

- Involve a Visa card (Credit, Debit, or Prepaid)
- Are authorized
- Include all MCCs for \$25\* or less
- Will include purchases for up to \$50, for Supermarket (5411) and Discount Stores (5310) MCCs
- Include unattended environments, excluding AFDs, for transactions of \$15 or less
- Include all card types — magnetic-stripe, EMV chip and proximity payments
- Require terminals to read and transmit unaltered magnetic-stripe, chip, or contactless payment data

There is no registration requirement. If your business is eligible, simply run the transaction as usual, skip the signature step, and ask if your customer would like a receipt.

### For More Information

For more information, contact your acquiring bank, processor, or Visa representative today.

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