

Private Label Gift and Loyalty Card Programs

Private label gift and loyalty cards that are customized with a merchant's own brand can be sold to consumers at the POS. These cards can only be used at specific merchant locations that are associated with the merchant-branded gift card.

Loyalty programs are available in a cardless or card-based scenario. A business can customize the rewards programs that are offered to its customers.



Bill Pay Product

Retailers can offer consumers the ability to pay a variety of utility and necessity bills quickly at their retail locations.

Convenience to Consumers / Revenue to Merchants

- Consumers can avoid service interruptions, reconnect and late fees
- Merchants earn revenue from fees charged to consumers for the convenience of paying at their store
- Real-time payments to all major wireless and satellite TV companies

payment
alliance
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PAI Prepaid Offerings –
Just one more way that Payment Alliance International continues to provide Payment Innovations for a Changing WorldSM.

Prepaid Offerings

Payment Alliance International provides an innovative suite of prepaid offerings for retailers and financial institutions. From store-specific gift cards and branded Visa[®] or MasterCard[®] prepaid cards, to payroll and long distance cards, mobile top-ups, and bill pay solutions, we have a variety of card products that fit every scenario.

Contact your Payment Alliance Sales Representative today to learn more about these solutions!



GoPAI.com



Gift Card Mall

The Payment Alliance International Gift Card Mall, powered by Now Prepay, is a virtual POS solution that allows merchants to tap into the multi-billion dollar prepaid card market with no up-front costs. Gift cards in the mall are from major retailers, restaurants, entertainment, specialty stores, clothing and more. Consumers can redeem gift cards at the appropriate retail outlet when making a purchase.

Merchants enjoy benefits such as:

- No up-front costs for inventory or merchandising
- Earning commissions with the very first card sold
- Attracting new customers and maintaining customer loyalty
- Becoming associated with national brands
- Paying for prepaid products only after they are sold to consumers
- Ongoing automated product updates
- Eliminating shrinkage and theft by selling gift cards electronically instead of over-the-counter, pre-activated products
- Web reporting and weekly email billing provides crucial product sales information
- Convenient ACH payment processing for sales
- POS terminal or PC compatibility



Branded Visa® Prepaid Cards

Payment Alliance International offers merchants the ability to sell reloadable Visa branded prepaid cards – nationwide.

Merchants and consumers benefit by:

- Attracting new customers and maintaining customer loyalty
- Becoming associated with national credit card brands
- Consumers can buy/use cards without a bank account
- No credit check or application fee required
- Free 24/7 bilingual Customer Service
- Use wherever Visa is accepted
- Use for online purchases (registered cards only)
- Get cash at participating ATMs nationwide (ATM fees may apply)
- Free purchase and balance notifications sent to a mobile phone or email address after each use (registered cards only)



Mobile Top-Ups



With the International Mobile Recharge program from Now Prepay, consumers can top up their friends and families' mobile phone for the Caribbean, Latin America and a growing list of approximately 40 countries around the globe.

- Mobile top-up products enable consumers to recharge (or “top-up”) a prepaid product in real-time directly through the POS terminal without the hassle of a PIN
- The clerk simply enters a consumer's mobile phone number or account number into the terminal, along with the amount the consumer wishes to add
- The mobile phone number is instantly “topped-up” once the transaction is complete

Long Distance Card Sales

Prepaid long distance cards offer a cost-effective way to call internationally. With hundreds of cards available, retailers must carry the appropriate mix of cards. Our solution offers a selection of cards for either North American or destination specific calling, with or without connection fees, or with local or 800 access. Products are provided virtually or via a POSA (Point Of Sale Activation) card.

