

Incentive, Rebate and Reward Cards

Save time and money with the end-to-end program that delivers a robust solution today and paves the way for future growth.

The Challenge

Incentive, rebate and reward payments play an important role in the business plans of many employers and businesses. They can help drive consumer behavior, encourage employees to reach sales goals and build customer relationships. However, managing these payments can be a cumbersome process, especially if payments are handled by check or cash. Additionally, many businesses want a greater level of administrative control than their current program provides.

The Solution

With First Data's Incentive, Rebate and Reward Cards, you receive an end-to-end program that's cost-efficient and easy to manage. Four open loop prepaid card types make up the product suite: Rebate Cards, Consumer Incentive Cards, Corporate Incentive Cards and Corporate Recurring Payment Cards. With First Data, you can take care of your entire card program through a single source—from ordering and funding to card production and customer service.

Our online Card Management System keeps everything simple, placing online ordering, funding and reporting tools right at your fingertips. Flexible card design options let you choose your level of customization whether you select our standard template or create a completely personalized card and carrier. You can order, fund and distribute cards as you need them. Cards can be shipped to you in bulk or delivered to individual recipients.

First Data's Incentive, Rebate and Reward Cards offer a broad range of payment solutions. All come backed by our leadership in the prepaid field and with exclusive access to our pipeline of technological innovation.

Help Your Business

- Lower costs
- Simplify processes
- Reinforce your brand
- Strengthen customer relationships
- Access the latest prepaid solutions

Help Your Customers

- Get fast, paperless payments as needed
- Redeem your card at millions of locations nationwide
- Receive the personal touch with card design and messaging options
- Manage their card payments in a secure online environment



Incentive, Rebate and Rewards Cards

Rebate Cards

The easy—and customizable—alternative to checks and cash for rebate and reward fulfillment. Ideal for:

- Third-party rebate providers
- Consumer product manufacturers
- Any business that issues a high volume of paper rebate checks

Consumer Incentive Cards

Makes it easy for companies to encourage customer loyalty and drive consumer behavior. Ideal for:

- Merchants and organizations of all sizes

Corporate Incentive Cards

The plug-and-play solution for employers that need to manage spot employee rewards and recognition.

Ideal for:

- Employers of all sizes

Corporate Recurring Payment Cards

The reloadable card for target-based merit programs.

Ideal for:

- Employers with a large or outside sales force
- Recurring payments to non-employees
- Expense reimbursement providers
- Per diem travel payments
- Referral commissions

Overall Program Features

Ordering Options

- Online ordering that's fast, easy and secure
- Offline ordering through account manager

Card Features

- Choice of standard, personalized or fully customized card designs
- Redeemable at millions of locations nationwide
- 100% biodegradable PVC

Program Management

- Secure online Card Management System (CMS) for online ordering, file uploads and downloads, order searches, card funding and bulk-order activations
- Marketing consultation services

Reporting Suite

- Single sign-on access and data access control
- Easily keep track of card program and funding data
- Monitor cardholder participation

Service and Support

- 24/7 online cardholder support
- Interactive Voice Response (IVR) cardholder phone support
- Lost/stolen card support with live customer agents

Payment Solutions for Maximum Performance

Around the world every day, First Data makes payment transactions secure, fast and easy for merchants, financial institutions and their customers. We leverage our unparalleled product portfolio and expertise to deliver processing solutions that drive customer revenue and profitability. Whether the payment is by debit or credit, gift card, check or mobile phone, online or at the point of sale, First Data goes beyond the transaction to help you maximize value for your business.

For more information, contact your Sales Representative or visit firstdata.com.