

# TeleCheck Internet Check Acceptance® (ICA®) Solution

Reduce your costs by giving customers the option of paying directly from their checking account – for Internet purchases, to reload their store-branded prepaid card or to make recurring payments.



## Go Beyond:

### TeleCheck Internet Check Acceptance® (ICA®) Solution

For many merchants, credit and debit card sales over the Internet are either the backbone of their business or an ever-growing percentage of their revenues. However, card-not-present (CNP) interchange rates are high and can take a bite out of your profits. The good news is that an often overlooked payment method can be implemented – one that can significantly reduce your costs.

## First Data Advantages

With the TeleCheck® Internet Check Acceptance® (ICA®) solution, you can give your customers the option of paying directly from their checking account – either for Internet purchases, to reload their store-branded prepaid card or to make recurring payments. Not only do you pay less per transaction, you also guard against abandoned sales by prospects that have no credit or debit cards, or prefer not to use them.

## Eliminating Bad-Check Losses

First Data's TeleCheck® database tracks the check-writing histories of 98 percent of US check writers. By tapping into this massive repository, you will know which payments to accept and which to decline. If you opt for our warranty service, you will be enabling the premier check-fraud protection feature for merchants, which transfers fraud responsibility from your business to TeleCheck. Returned checks become our liability, relieving you of not only loss, but also the hassle and countless hours of trying to collect on your own.

## Easy to Implement

Connect through a variety of TeleCheck certified gateway partners, often using an already-established relationship. The partner can help you quickly connect with a streamlined implementation process and ongoing efficient operations. Large merchants may prefer to create a direct, host-to-host, connection to the acceptance service instead of going through a payment gateway. Either way, a merchant can often be operational and accepting payments within a few days.

# 54M

That's how many consumers have no debit/credit cards. Offer them the ability to shop online or pay bills using their checking account. <sup>1</sup>

# 100%

Completely protect your business from the risk of fraud and bad checks with our warranty service.

1 - Source - Federal Reserve Bank, "The Survey of Consumer Payment Choice," version April, 2011 and U.S. Census Bureau

# TeleCheck Internet Check Acceptance<sup>®</sup> (ICA<sup>®</sup>) Solution



## How It Works

1. A customer visits your website to make a purchase and selects the option to pay by checking account.
2. You transmit the details to TeleCheck either directly or through your eCommerce payment gateway.
3. Using advanced analytics, TeleCheck assesses the risk associated with the transaction and issues an approval or denial in real time.
4. You receive funding on the next banking day for any transactions approved by 4 p.m. CST.

In addition, if you have an existing gift card program, you can give your customers the ability to go online and reload a prepaid card. If you have customers making regular recurring payments to you, they can do so at your website. TeleCheck uses its proprietary bank account authentication process to verify the customer's identity. The customer can reload their card or make an online payment at any time. For customers who have no credit or debit card, or wish not to use them, these ICA<sup>®</sup> options build loyalty and encourage repeat visits.

## Features

- Warranty service that offers complete protection from loss due to bad checks (optional)
- Low-cost verification of account viability
- Seamless transition to collections service (optional with verification service)
- Best-in-class fraud prevention tools
- Next-day funding
- Lower processing rates as opposed to card-not-present transactions

## Industries and Businesses Served

- eRetail: clothing, media, grocery, electronics, hardware, etc.
- Online travel and entertainment
- Online services
- Digital goods: eBooks, music, gaming, etc.
- Medical
- Direct marketers or billers
- Non-profit organizations

## Market-Leading Payment Expertise from TeleCheck

- 369,000 subscribing locations
- 1.8 million transactions processed daily
- Information on 98% of US check writers
- Trusted with over \$79 billion annually
- Continued investment in technology and innovation

## 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 helps you maximize value for your business.

For more information,  
contact your Sales  
Representative or visit  
[firstdata.com](http://firstdata.com).