The Challenge
Supermarkets are well aware of how important customers on public assistance are. These customers can represent a significant percentage of total transactions. Merchants not enabled to accept payment through assistance programs run the risk of losing customers to those that are.

The Solution
Government assistance programs now come in the form of Electronic Benefit Transfer (EBT) cards. Instead of paper coupons, most states use EBT to distribute all cash benefits, such as unemployment, grocery and housing assistance.

Partnering with industry vendors ensures that the EBT solution is fully integrated into key third-party software packages, which makes processing seamless and simple for all parties involved. The First Data® EBT solution also provides the merchant with a consolidated statement and funding stream, documenting cash flow and simplifying the reconciliation processes. The service is discreet, with no additional identification or signature needed, and customers can even choose to get cash back with cash benefit EBT transactions.

Here’s How It Works
If your business is able to process credit or debit cards, participating in EBT couldn’t be easier. The service may utilize existing equipment and processes at the point-of-sale (POS). Using an EBT card and Personal Identification Number (PIN), customers are able to easily and discreetly make purchases at participating locations. All states are transitioning to EBT for all forms of benefits, and merchants who are ready to accept EBT are better positioned to capture their share of this sizable market.

Accepting government benefits as payment is now as easy as accepting a debit card.
Electronic Benefits Transfer (EBT)

Help Your Business
- Increase its customer base
- Improve cash flow
- Simplify the daily deposit reconciliation process
- Minimize exposure to fraud
- Reduce customer wait time in checkout lines

Help Your Customers
- Make payments safely and securely
- Feel comfortable paying with government benefits

Features
- May utilize existing equipment
- Funds deposited electronically within just a few days
- A simplified process for daily deposit reconciliation

A Global Leader in Electronic Commerce
First Data powers the global economy by making it easy, fast and secure for people and businesses around the world to buy goods and services using virtually any form of payment. Serving millions of merchant locations and thousands of card issuers, we have the expertise and insight to help you accelerate your business. Put our intelligence to work for you.

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