



Vantiv Payments for eCommerce

eCheck Direct Debit

Unauthorized returns. Notifications of change. Account verification. Redeposits and reconciliation. Who can keep up with it all? As a business with card-not-present transactions, you're not only expected to keep up, but also keep ahead.

Adding eCheck Direct Debit as one of your alternative payment options extends your reach to consumers who either do not have a credit card or prefer to use bank-to-bank transfer over credit cards. Available in the U.S. and Canada, eCheck expands the alternative payment options you accept, which typically results in increased customer satisfaction and fewer abandoned carts.

How Vantiv Can Help

The more visibility you have into your customers' payments processing experience, the more control you ultimately have over the success of your entire business. Here's how:

1 Real-time Verification to Validate and Expedite Customer Orders (U.S. only)

Vantiv enables you to submit an eCheck Direct Debit account number for comparison against a third-party database containing historical information about the account and the account holder to see if either is associated with fraud, overdrafts, or other items determined to be risk factors.

2 eCheck Prenotifications (U.S. only)

An eCheck Direct Debit prenotification is a non-monetary transaction used to verify the account information supplied by the consumer is valid. These transactions are sent to the ACH network to help ensure subsequent entries are posted appropriately. Since this is a verification of account information, typically you would submit a prenotification transaction in advance of processing the order, during the customer set-up process.

3 Automatic Redeposits

Automatic redeposits allow businesses to redeposit entries when the initial deposit is returned for insufficient or uncollected funds. Vantiv offers an optional service that allows you to preconfigure automatic redeposits of transactions returned for those reasons, saving you time in generating the redeposits and improving your ability to capture sales.

Consider These eCheck Direct Debit Advantages

Broaden Your Customer Base:

Sixty-three percent of millennials and 30 percent of all adults do not have a credit card. However, 88.4 percent of all households have a checking account.¹

Reduce Costs:

There are no interchange fees, along with no paper checks to cash, deposit, or chase down.

¹ <http://www.bankrate.com/finance/credit-cards/more-millennials-say-no-to-credit-cards-1.aspx>

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smarter/faster/easier/payments.

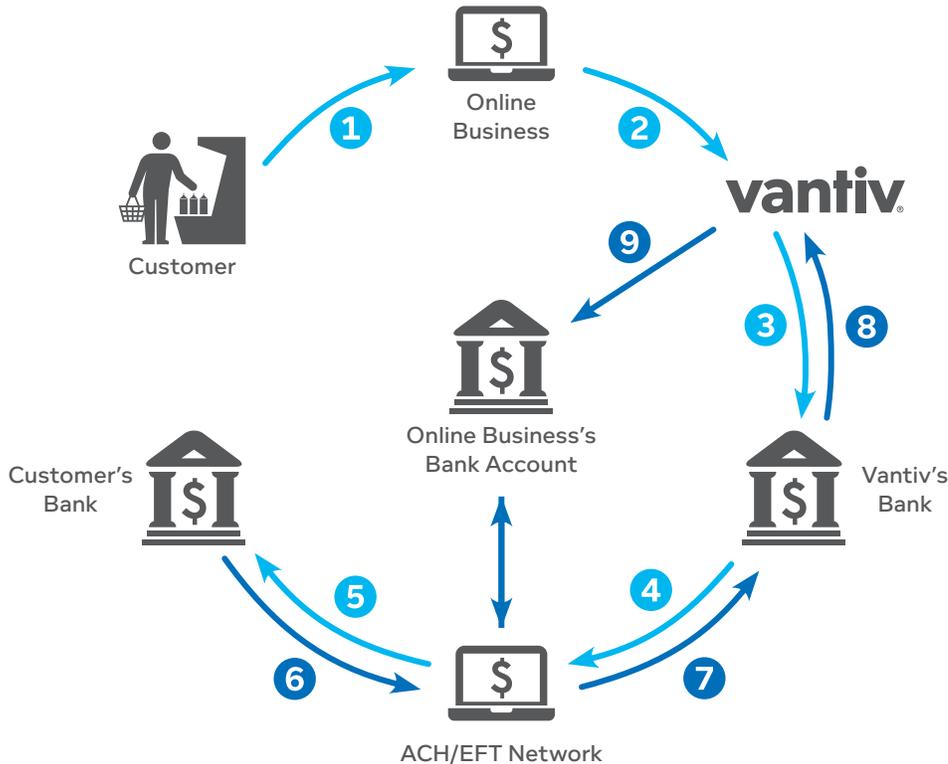
4 Automatic Account Updater

Vantiv stores account mappings based on Notifications of Change received and will automatically correct outdated account data ensuring prompt settlement and avoiding potential fines.

5 Fully Integrated Reporting

Vantiv iQ for eCommerce is a comprehensive, real-time reporting interface that leverages robust analytics to help drive operational efficiencies for monthly reconciliation and increased revenue.

Today's e-savvy, security conscious consumers increasingly favor alternative payment options to buy products or services online. They appreciate payment flexibility, and this flexibility produces customer loyalty. Adding eCheck Direct Debit as a payment option not only makes it easier for your business to reach more customers, but also makes it easier for them to do business with you.



The eCheck Direct Debit Process

1. The customer provides the account and routing numbers of their checking or savings account.
2. The information is submitted to the ACH/EFT network, which debits the customer's account.
3. The proceeds of the eCheck Direct Debit are deposited into the online business's bank account.

To learn more about Vantiv's online payments capabilities and the value they can deliver for you and your business, call 1-844-843-6111, Option 2, or email eCommerceSales@vantiv.com