

# Customer and Employee Incentives - Prepaid Visa Cards

April 2009



# Executive Summary

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- **What is a prepaid Visa card?**
- **How does a Visa Prepaid card work?**
- **What are the benefits of using a prepaid Visa card as an incentive product?**
- **What are some examples of card have been used in the Canadian Gaming Industry?**



*“ People love them. They can go to dinner, buy a suit or buy groceries. People love that flexibility.”*  
*VISA.com/incentive*

# Berkeley's Partners

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Berkeley has established relationships with the world's leading prepaid processor, financial service institutions and Scotiabank.



**Scotiabank** is one of North America's premier financial institutions and Canada's most international bank. With close to 57,000 employees, Scotiabank Group and its affiliates serve approximately 12 million customers in some 50 countries around the world.



**VISA International** is headquartered in Foster City, California and operates the world's largest retail electronic payments network. Visa is one of the most recognized global financial services brands in the world.



# Berkeley's Prepaid Programs

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Berkeley specializes in two types of prepaid incentive programs:

- **VISA Re-loadable Card Programs** – Re-loadable programs enable companies to add funds to the card on an ongoing basis.
- **VISA Reward Card Programs** – Feature a single-load card that has been allocated a specific dollar amount.

In each case corporate logos are prominently displayed to reinforce brand. Recipients are reminded of their reward, and the company that provided it, each time they open their wallet.



*“31% of respondents felt corporate gift cards are more effective than cash awards.”*

*VISA.com/incentive*

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# Potential Applications

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## 1. Employee

- Employee Incentive Programs
- Employee Bonus Programs
- Payroll Options
- Expense Management
- Health and Safety Programs

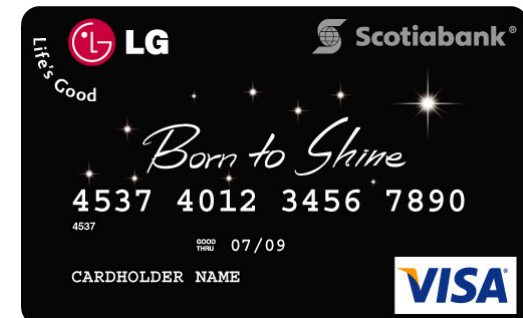
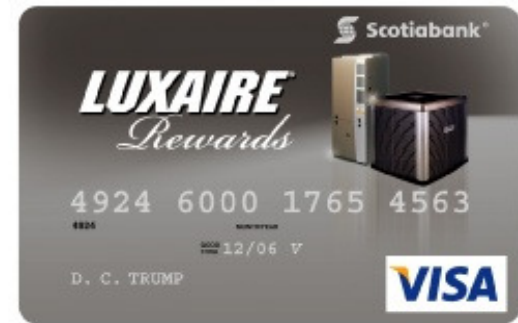
## 2. Channel Partner

- Channel Incentive Programs
- Loyalty Programs
- Training Programs

## 3. Consumer

- Consumer Rebates
- Consumer Loyalty Programs
- Direct Mail Campaigns

# Select Berkeley Clients



*"73% of respondents agree they can build a more exciting and memorable program using corporate gift cards and merchandise versus cash."*

[VISA.com/incentive](http://VISA.com/incentive)

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# Prepaid VISA Card - Card Recipient Perspective

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What card recipients are saying:

- The majority of recipients of prepaid Visa cards have a favorable outlook on the use of the card . The following are statistics on the recipients perspective on the use of VISA prepaid cards.
  - 80% of people surveyed believe the idea of offering a VISA Prepaid Card is an excellent idea.
  - The flexibility of the VISA Prepaid Card is the key reason consumers believe the card provides an advantage.
  - Given the choice, **91% of consumers prefer a VISA Prepaid Card** to a specific store, gas or airline gift card.
  - 77% of consumers prefer to go to a website to check the balance remaining on their card.

Source: VISA 2006

# Our Program Benefits

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## Simple

- › Provides recipients with a universally accepted prepaid VISA card
- › Outsource administrative task of program management and recipient support
- › Statements can be viewed on-line on the cardholder website – value loads and purchase transactions can be easily tracked
- › Order cards as needed, distribute to eligible parties based on their confirmed participation

## Flexible

- › Provides recipients with a card that can be used anywhere they choose
- › Timeliness of payments- turnaround times 24-48 hours
- › Customized reporting and analytics for program monitoring/measurement
- › Ability to quickly respond to client requests/issues
- › Changes in payment timing are easily accommodated

## Effective

- › Less expensive to administer and payments are tracked electronically
- › Provides a uniquely designed VISA card that will reinforce your brand
- › Every participant receives the safety and convenience of a Visa card
- › Effective budgeting tool as all expenditures can be viewed on-line

# Case Study – Charitable Lottery

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## Kinsmen Children’s Hospital – Home Lotto

**Situation:** Kinsmen Children’s Hospital was looking for a way to reward supporters who make the hospital part of their annual charitable donation. Kinsmen Children’s Hospital wanted a program that met the following criteria

- Reward winners with a reward they want and will make use of
- Administrate the program quickly and easily
- Reinforce the Kinsmen Children’s Lottery Home Lotto brand.
- Increase the overall number of lottery tickets sold
- Encourage past donors to donate again

# Case Study – Charitable Lottery (continued)

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## Kinsmen Children's Lottery



➤ **Solution:** Kinsmen Children's Lottery implemented a branded reward cards program that issues a customized prepaid VISA Card to lottery winners.

- Kinsmen Children's Lottery worked with Berkeley Payment Solutions to create a fully customized VISA Card
- Administration of the program is done by excel sheet value load, ensuring that winners are issued cards quickly
- Cards are fulfilled on a daily basis and recipients receive cards within 5 business days

# Case Study – Employee Recognition

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## Delta Bingo – Peer Recognition, Holiday Bonus

**Situation:** Delta Bingo was looking to implement an employee recognition program that would give employees the opportunity to recognize one another for going above and beyond. The ideal program would provide Delta Bingo with the following:

- Ease of administration for the Human Resource Department
- Fulfillment within 5 business days
- A reward that would give a great deal of choice and cater to a broad spectrum of employees

# Case Study – Employee Recognition

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## Delta Bingo



**Solution:** Delta Bingo implemented a pre-paid VISA card program issues a co-branded prepaid Visa Reward card to an employee's manager to be handed out in person, in recognition of a job well done.

- Delta Bingo worked with Berkeley Payment Solutions to design a card that met their needs and remained in their budget.
- Delta Bingo used the cards to fulfill their employee recognition program as well as to award employees a Holiday Bonus in December.
- Cards are ordered through a simple process that ensures minimum time is spent ordering and also that employees are awarded promptly upon performing the desired behavior.

# Case Study – Dealer Network Incentive

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## Major Provincial Lottery Corporation

**Situation:** Our client was looking for an innovative way to implement an incentive program that would reward their dealer network on a quarterly basis. The ideal program would provide our client with the following

- Bilingual materials and service
- A program that was not administrative and required very little maintenance
- A reward that provided recipients with choice and was simple to use
- A program that could be easily communicated

# Case Study – Dealer Network Incentive

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## Provincial Lottery Corporation



**Solution:** The client chose to implement a quarterly reward program for their top dealers based upon their sales of lottery products in the quarter

- Cards were provided in both French and English
- \$25 cards are ordered on a quarterly basis and sent out within 48 hours
- Program administrators provide a data sheet and cards are created and personalized for each recipient

# Coming Soon – Donate Back

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- For Summer 2009 Berkeley will be launching a tool that provides charities an added benefit and allows card recipients to donate the funds on the card back to the charity.
- **Donate Back Process:**
  1. Recipient calls or visits website to activate their card
  2. Recipient is asked if they would like to donate their award back to the charity
  3. Recipient chooses the amount to donate
  4. Charity receives a fund transfer from Berkeley Payment Solutions

# Program Costs and Time to Market

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Costs depend on the following factors:

1. Length of program
2. Number of cards
3. Average value load

Time to market:

- Typical program implementation times are 60 days from finalization of program details. This includes custom card production, Bank and VISA Association approvals.

Issuing new cards:

- Cards are personalized and shipped within 5 business days.

Value load:

- Value can be loaded on to cards within 2 business days.

