Community Bank Prepaid Program

Best Practices for Selling and On-Boarding Payroll Cards for Commercial Customers

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Document Release Notes

Date	Version Number	Description of Release	Author
1/10/2011	1.0	Initial Draft	Justin Norblade
7/22/2011	1.1	Added Questions/Target Customers	Justin Norblade
8/1/2011	1.2	Insert Tiers and Steps for the different types of business	Justin Norblade

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On-Boarding Paycards for Commercial Customers

This document outlines best practice Community Banks should follow for selling and on-boarding payroll cards programs to Commercial Customers.   TransCard will provide assistance to the Community Banks as needed for any of the processes identified below.

I. Sales Process

A. Preparation

1) Prepare a List of Commercial Customers that would benefit from the Payroll Card Solution.
   o You market the Payroll card to employers, typically your corporate customers. Employers offer cards to employees, who are the ultimate user. Unbanked consumers are the primary target audience, particularly part-time and temporary employees, employees without checking accounts, and those who do not wish to use their checking accounts for direct deposit.

<div align="center">Target Businesses</div>

Restaurants	Construction	Telemarketing
Farming	Staffing/Temp	Trucking
Colleges/Universities	Retailers	Grocery Stores

2) Schedule a conference call or meeting with Commercial Customer to present the Payroll Card Program.
   o Invite TransCard representative to assist with presentation
   o Schedule a TransCard hosted webinar

B. Presentation and Demonstration

1) Review Payroll Card Presentation
2) Cardholder Demonstration
   o Enrollment and Registration Process – www.mytranscard.com
   o Review the Card Carrier and Direct Deposit Information

C. Application and Contract

1) Complete On-boarding Application (if bank requires)
2) Execute a Contract (if bank requires)

II. On-Boarding Process

To set-up a Commercial Customer with Payroll Cards, it is important to understand the on-boarding process as defined below.   The following matrix is "Best Practices" TransCard follows for on-boarding Commercial Customers wanting payroll cards.

	Small Business (Xpress PayCard) Less than 50 Cards	Mid-Size Business Paycard 50 - 1000 Cards	Corporate Paycard 1000 Plus Cards
Training	√	√	√
Standard Card Pricing	√	√	√
Custom Card Pricing			
Standard Card Collaterals	√	√	√
Custom Card Collaterals			√
Instant Issue Cards	√	√	√
Personalized Cards	√	√	√
Client Specific Reporting		√	√
Administrative Site Access		√	√
Project Management		√	√
Custom Communication Materials			√
API Integration			√
Set-up Timeline	Immediate	1-2 Weeks	30-60 Days
TransCard Set-up	Not Applicable	Community Bank Paycard Set-up Form	Program Schedule

A. Small Business - Xpress Paycard On-Boarding Process

Overview: The Xpress Paycard Program is for Small Business that wants to get cards in the hands of their employees quickly. The Employees can register themselves at www.mytranscard.com and provide the Employer their Direct Deposit form attached to the card carrier. Set-up for the employer is immediate.

Set-up:
1) Complete Application (if bank requires)
2) Determine how many Instant Issue Cards are needed.
    o Check Plastic out of inventory from Bank and give to Employer
    o Personalized Cards Available upon Request.
3) Schedule Employee Orientation Sessions (Bank or Employer)
    o Review card benefits and functionality with Employee
    o Review Xpress Pay Registration Process with Employees
    o Employees to Register Card at www.mytranscard.com

- o Employer to receive Direct Deposit form from Employees
4) Employer Enters Direct Deposit information into Payroll System
    - o Begin Paying Employees electronically.

B. Mid-Size Business

Overview: The Mid-Size Business on-boarding process assumes the bank has an existing Paycard Program established with set cardholder fees, card materials, etc. The key difference from the Xpress Paycard program is that the Employers needs access to the Payroll Card Admin Site or they would like separate reporting on employee activity. Set-up for the employer takes 1-2 weeks.

Set-up:
1) Complete Application (if bank requires)
2) Execute Contract between Bank and Employer (Recommended)
3) Complete Community Bank Paycard Set-up Form and email to banksupport@transcard.com
4) Schedule Training on Paycard Admin Site
5) Develop Communication Plan for Employees
    - o New Hires Packets – Include Instant Issue Card and Update Direct Deposit Form provided by TransCard.
    - o Existing Employees – Order Personalized Card, Establish a Communication Plan
6) Employer Enters Direct Deposit information into Payroll System
    - o Begin Paying Employees electronically.

C. Corporate Paycard

Overview: The Corporate Paycard on-boarding process is for larger businesses that require a custom set-up (i.e., pricing, cards, functionality,etc). TransCard will assist Bank in establishing program requirements and will complete a new Program Schedule for the Bank. Set-up for the Corporate Paycard may take between 30-60 days depending on the specific business requirements.

Set-up:
1) Execute Program Schedule which defines business requirements
2) Complete Application (if bank requires)
3) Execute Contract between Bank and Employer (Recommended)
4) Schedule Training on Paycard Admin Site, etc.
5) Develop Communication Plan for Employees
    - o New Hires Packets – Include Instant Issue Card and Update Direct Deposit Form provided by TransCard.
    - o Existing Employees – Order Personalized Card, Establish a Communication Plan
6) Employer Enters Direct Deposit information into Payroll System
    - o Begin Paying Employees electronically.

III. Payroll Questions for Commercial Customers

The following are recommended questions you should ask Commercial Customers in order to determine their level of need/interest in Payroll Cards.

1. Does employer currently offer direct deposit today?
   o If Yes, discuss Payroll Cards
   o If no, sell them on the benefits of direct deposit.

2. How many total employees do you have?
   o Total Employees: _____
   o # of Employees Receiving Checks _____ (estimate 30% if unknown)

3. What is the frequency of your payroll?
   o Weekly: _____
   o Bi-monthly: _____
   o Bi-weekly: _____
   o Monthly: _____
   o Various Payroll Cycles: _____

4. What is your average payroll amount? (average load on card)

5. Who does your payroll processing?
   o In-house: _____
   o ADP: _____
   o Other: _____

6. How many locations do you have employees and where are they located?

7. Are you mailing or overnighting checks out to these locations?   What is cost for overnighting checks?

8. Have you had any fraud with your checks? What is your annual fraud amount?

9. How many replacement checks/stop payments are performed weekly?

10. How many checks are unclaimed annually? What is the cost for escheatment processing?

11. What is your turnover rate? How many W2s do you issue annually?

12. Have you looked at other Paycard Providers? If so, who have you looked at?

13. Do you want to offer paystubs electronically?

14. What is your timeframe for implementing a payroll card solution?

15. What is your decision making process? Who are the key decision makers?

16. What are you concerns for implementing a payroll card solution?