

# Fraud update

## Counterfeit cards

With the rising instances of counterfeit credit card fraud, we all need to be on the lookout for warning signs and suspicious behaviour when receiving credit cards for payment. Be alert, examine the card and the customer and look out for these telltale signs:

- Card number on the POS printed slip is different from that on the card.
- Signatures that clearly do not match.
- A customer who insists on paying for a transaction without having his card present.
- Look at the Bank name on the card and compare to the POS printed slip.

- Cards that have been tampered with either on the front or the signature panel.
- Telephone/fax orders where extras are requested.
- High ticket values near closing time.
- Cardholders who are unusually charming, when they do not have to be.
- Poor quality cards.

If you pick up on any of the above call our Authorisations Centre on 0860 321 222 and tell them the call is a "code 10".

**Merchant Rewards for impounded cards! Did you know that Nedbank will pay a reward of R500 when you impound a "HOT CARD" or when requested to do so by the Authorisations Centre? More is paid for an arrest. Call our Fraud Department on 011 667 8724 for details.**

# 'CHIP & PIN' CARDS

You would have noticed that more and more 'CHIP & PIN' cards are being issued in South Africa to reduce the risk of fraud and chargebacks.

## BENEFITS TO YOUR BUSINESS

Cost savings, increased efficiencies and new opportunities

### 1 Use of a PIN vs a signature

- Using a PIN will reduce the number of disputed transactions between you and your customers.
- You are no longer responsible for verifying the customer as the true cardholder by checking the signature. Chip technology will authenticate the cardholder regardless of whether the authorisation was sought online or approved offline (e.g. the transaction was below the floor limit).
- There will be fewer circumstances in which chargebacks will be allowed against businesses.

### 2 Reduced fraud and improved security

#### Online transactions:

- The smart card will be verified by the issuing bank to confirm that the card is genuine.

#### Offline transactions:

- Unlike magstripe cards, which can be 'skimmed', information on a smart card is virtually impossible to copy. Smart cards use a new encryption technology that authenticates the card as being genuine at the point of sale.

### 3 Efficiencies and opportunities

- Smart cards mean cost reduction, as there are lower telecommunications traffic and central processing time.
- In the future customer's smart cards can also be programmed with merchant rewards and other value-add programmes.

# Competition

## NEDBANK & LIQUOR CITY MERCHANT CAMPAIGN

Mr Julio Panama walked away with a new Nissan X-Trail after winning the lucky-draw competition jointly run by Nedbank and Liquor City.

Anyone who swiped his/her card at a Liquor City outlet could enter the lucky draw to win a car of their choice to the value of R250 000.

During the campaign period, 15 November to the end of December 2007, there was a remarkable increase in sales at Liquor City stores throughout the country, particularly a lift in spend on American Express Cards® and debit cards.



Pictured from left to right are: Vanessa Singh (Head: Card Marketing, Nedbank), Julio Panama (Winner) and Leonardo de Atouguia (Liquor City).

# Cash Advance winners

During 2007 we ran a Cash Advance Merchant competition where one lucky merchant each month won a weekend away for two, to The Victoria Falls valued at R10 000. We are proud to showcase our winners below.

**AUGUST 2007 – BURMEISTERS, EAST LONDON**

**SEPTEMBER 2007 – COOL RUNNINGS, JOHANNESBURG**

**OCTOBER 2007 – HILTON VILLAGE BUILD, HILTON**

**NOVEMBER 2007 – ANDRE'S, BLOEMFONTEIN**

**DECEMBER 2007 – DOLD DESIGNS, KWAZULU-NATAL**



Burmeisters



Cool Runnings



Hilton Village Build



Dold Designs



Andre's

# Chargebacks

## How to avoid common chargebacks?

In order to avoid common chargebacks you, the merchant\* needs to adhere to the minimum requirement when transacting with your customers, which is to ensure that a card is always present.

Your electronic point-of-sale device will confirm the card was swiped and therefore present. In the event of a power outage or a damaged card and the point-of-sale not being able to be used, you need to confirm the card was present by using another means e.g. a zip-zap device and a manual voucher.



Ensure that you obtain a clear imprint of your customer's card when processing a manual transaction.

## How to process a manual credit/charge transaction correctly?

- Ensure you have a zip-zap machine with a merchant identity plate.
- Ensure you have stock of manual vouchers.
- Obtain an authorisation code from the Authorisation Centre.
- **Ensure you record the following details on the voucher:**
  - Authorisation number.
  - Date of transaction.
  - Rand value of transaction.
  - A clear imprint of the credit or charge card.
  - Check that the merchant details also appear on the voucher.
  - It is important for you to record the CVV2/CVC2 number, (last three numbers on the reverse of the card), below the printed card number. The words CVV and CVC are not to be used on the voucher.
  - Cardholder's signature.

**NB: Debit cards cannot be used for a manual transaction.**

Call our Merchant Helpdesk on **0860 114 966** regarding any of the above or if you require a zip-zap machine.

# EFT smart+

## WHY CHOOSE THE EFT SMART+ DEVICE FOR YOUR BUSINESS?

- Speed – online authorisations are performed within a few seconds saving your customers and you time.
- An easy, user friendly device makes transacting problem free for you and your customers.

**EFT smart+ is an online, real-time banking facility that enables you to accept various types of cards. This device is suitable for countertop card-acceptance in any industry.**

### Added value of the EFT smart+ device:

- EFT smart+ is engineered for speed with a fast, silent printer.
- The silent thermal printer is capable of printing 18 lines per second.
- Online authorisations are performed within a few seconds to make overall transaction times shorter.



The EFT smart+ supports multiple applications on cards, current or savings accounts:

- Credit cards
- American Express and Diners Cards
- Debit cards
- Garage cards
- Fleet cards
- Euro Pay Master Visa (EMV) cards
- Retail Credit Solutions (RCS) cards
- Buy-aid cards
- Private label cards

## DON'T MISS OUT ON THIS GREAT PRODUCT



**NEDLINK  
ACQUIRER**

# NedLink Prepaid

The freedom to offer your customers airtime topups is now just a phone call away with Nedbank and **Kwikpay**.

Your customers benefit from our new NedLink Prepaid functionality, and so do you; they enjoy a quick and easy way to top up their airtime and you receive a percentage of the spend in return, thereby increasing your revenue.

A simple phone call to **0861 100 678** is all it takes to link yourself to this value-added service that will generate extra revenue at no extra cost to you.

Remember, since it operates through your existing point-of-sale device and can be automatically downloaded to your current terminal, it won't cost you anything in terms of time and equipment.

Once you are linked to NedLink Prepaid, you can offer your customers airtime topups on:



**MTN** Pay as you go and SMS

**Vodacom** Recharge vouchers and SMS

**Telkom** Prepaid phone recharge vouchers

**Worldcall** Universal calling card

**Cell C** Easy Chat recharge vouchers

**Call to get connected today.**

## FOREWORD

Dear Merchants,

Welcome to this edition of NedLink Acquirer. Thank you for taking the time to read the publication. You'll probably agree that recent developments have ensured that 2008 is certainly off to an interesting start. Fuel price increases, electricity blackouts and rising interest rates are keeping South Africans on their toes, and merchants and bankers alike are bound to face plenty of challenges this year.

The good news is that we, at Nedbank, are working hard at bringing you new products and services to assist your business in providing leading-edge value-added benefits to your clients. We are also continually revising our software and hardware packages and our point-of-sale offering remains the most comprehensive in the market. We understand the impact the current power outages is having on the card-acceptance ability in your business and will be launching a great solution for you shortly.

We are committed to assisting you with worldclass service and support and to this end we have numerous initiatives to enhance your business and 'Make it Happen' with you.

Best regards,

**Andrew Bowie**  
Head: Acquiring Sales and Servicest

## FRAUD UPDATE

## 'CHIP & PIN' CARDS

## Liquor City Competition

## Cash Advance Winners

## Chargebacks

## EFT smart+

## NedLink Prepaid

### Merchant Services regional offices

**Nedbank Gauteng (Johannesburg)**  
Forum V  
33 Hoofd Street  
Braampark Office Park  
Braamfontein  
Johannesburg  
Tel: 011 667 8298

**Nedbank Western Cape**  
FS11/081  
Nedbank, 57 Heerengracht Street  
Foreshore  
Cape Town  
Tel: 021 412 3239

**Nedbank KwaZulu-Natal**  
2nd Floor  
Nedbank Smith Street  
303 Smith Street  
Durban  
Tel: 031 300 5720

**Nedbank Gauteng (Pretoria)**  
665 Duncan Street  
Hatfield  
Pretoria  
Tel: 012 366 2223

**Nedbank Eastern Cape**  
Shop F6, First Floor  
Sixth Avenue Shopping Centre  
Walmer  
Port Elizabeth  
Tel: 041 501 2000

**NedLink Operations Helpdesk website:**  
www.nedlink.co.za

**Merchant Helpdesk contact number:**  
0860 114 966

**Authorisation contact number:**  
0860 321 222



MAKE THINGS HAPPEN

**NEDBANK**