

Merchant **Newslink**



AUGUST 2021

+ LEAD STORY INTEGRATE YOUR BUSINESS
NCB ECOMMERCE! // IMPACTING LIVES THROUGH
ECOMMERCE SOLUTIONS // REWARDS YOUR WAY

Dear Valued Merchant,

We are getting closer to a resurgence of our economy and summer as we know it. As Jamaica’s premier Banking and Payment solutions provider, we remain committed to providing innovative banking solutions to empower you and your business to continue to navigate the new normal.

Over the last few months, we have introduced convenient, easy-to-use, cutting-edge digital payment platforms to help you boost sales and pivot your operation. We are committed to helping you adapt, innovate and grow to satisfy your customers wherever in the world they may be.

I take this opportunity to advise you, our valued merchant, that effective June 1, 2021, our Payment Services Division merged with our Digital Channels Division to form the Payments and Digital Channels Division. The combined Division will offer greater and enhanced solutions across Card Issuance, Merchant Acquisition, Online Banking, ABMs, and NCB’s Mobile Application.

Danielle Cameron Duncan will lead the new Division transitioning from her current role of leading the Digital Channels Division. Vallana Hill will also be joining the team in the capacity of Junior Executive – Payments and Digital Channels – transitioning from her role of Manager, IT Strategy, Business Planning, and Financial Management.

Both women are skilled with navigating the ever-evolving payments landscape and are equipped and committed to creating and delivering products that meet and exceed your needs, our valued merchant, while positively impacting your lives.



**Danielle
Cameron Duncan**



Vallana Hill

I will be demitting office shortly to proceed on to retirement, but it has been my absolute pleasure serving you over the last 25 years. I am grateful to have lead a team that continues to be instrumental in creating innovative products and services that continue to improve your overall business value.

The NCB Payments & Digital Channels Team hopes that you and your family are remaining safe and continuing to practice the safety guidelines implemented by the Government. Together we can overcome any obstacle and become better from it. Thank you our valued NCB Merchant, for your continued trust in us as your payment services provider over the years, and we look forward to continuing to serve you.

Our exciting Summer Newslink edition is ready and we are happy to share the following:

01 Merchant Marketplace

- ▶ Global Finance Magazine Award
- ▶ Get Digital Today with NCB eCommerce!
- ▶ Integrate To The Fullest With NCB eCommerce!

02 Merchant Feature

- ▶ Courtney McLean Speaking, Mentorship & Counselling Services
- ▶ 876Get Company Limited

03 Merchant Corner

- ▶ Grow your Business to New Heights with American Express
- ▶ Benefits of Accepting Credit Card Payments
- ▶ Rewards Your Way

04 Security Matters

- ▶ Secure your Business the Right Way
- ▶ Fraud Prevention & Security

Best Regards,

Claudette Rodriquez
Snr. Assistant General Manager
NCB Payment Services Division





MERCHANT
MARKETPLACE

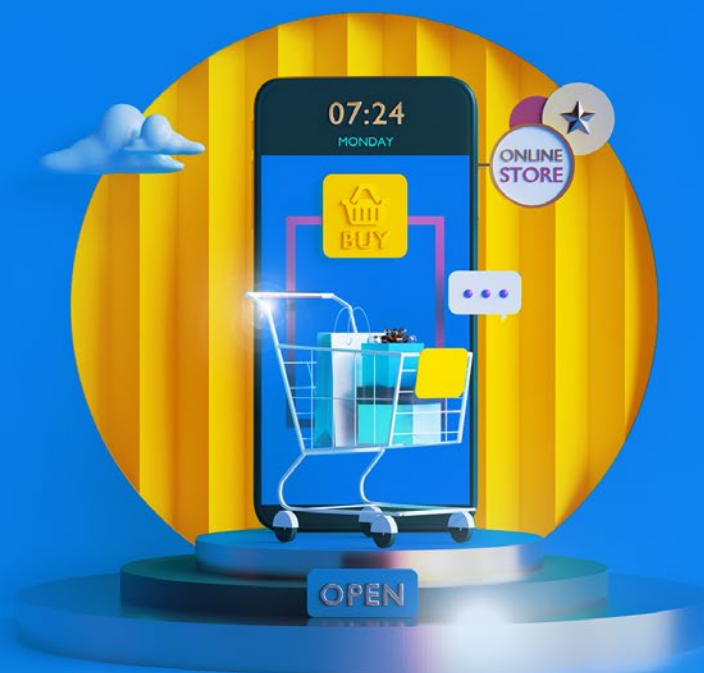


GLOBAL FINANCE INNOVATORS 2021 AWARD WINNER!

.....

NCB has been named winner for Outstanding Innovations in Payments by Global Finance Magazine for our eCommerce in a Box Solution.

CELEBRATING A TRADITION OF
INNOVATION



NCB eCommerce Solutions



For over 184 years, National Commercial Bank Jamaica Limited (NCB) has been taking banking outside the box with forward-thinking innovations and imaginative customer-centered solutions. We are honoured to be recognized as the winner of the Global Finance Innovators Award 2021 for Jamaica for our eCommerce in a Box solutions and look forward to helping other merchants during this difficult time by continuously developing solutions so that our merchants will *Never Miss A Sale*.



GET DIGITAL TODAY WITH NCB ECOMMERCE IN A BOX!





NCB Payment Buttons - allows you to accept payments remotely, so your business never misses a sale. All you have to do is share an electronic link with your customers via WhatsApp, Facebook Messenger, Instagram Direct Message, Email, Zoom or any other social media platform. It's that simple!



NCB Website Templates - with our customizable pre-existing website template, you can quickly and easily create a website in days using your own domain name.



NCB Marketplace Payment Solutions - here's an opportunity to have your business be a part of an online mall with other merchants. With this solution, your business can establish an online presence without the heavy lifting associated with marketing and logistics.

Our eCommerce in A Box solution will equip your business to capitalize on all the sales opportunities that exist online and solve the pain points faced by many MSMEs namely inventory management, logistics, website development and marketing for online presence.

The 'Business in a Box' solution also includes the opportunity to receive a pre-approved business credit card with a limit of up to JM\$ 500,000, and the ability to access an unsecured term loan with a limit of JM\$ 20M. It also provides an accounting tool to help merchants track their revenues and expenses.





INTEGRATE TO THE FULLEST WITH NCB ECOMMERCE!

.....

Want a custom solution? Integrate to the fullest with our Standard Integration solution.

In this time, where the world is rapidly shifting to digital, NCB eCommerce offers a fast and secure platform that enables you to process multi-currency credit card transactions on your website. Our expert team will assist you by merging our eCommerce payment page into your personalized website. This solution is ideal for merchants whose business segment ranges from medium to large.

With the NCB Standard Integration solution, you can:

- ▶ Reach the global market and increase your customer base
- ▶ Increase convenience and efficiency with 24/7 access to your business
- ▶ Offer your customers multiple options for their desired currency
- ▶ Settle transactions directly to your NCB JMD and/ or USD business account
- ▶ Offer your customers even more secure transactions with 3D Secure, Tokenization and PCI DSS Compliance

MAKE A SALE ANYWHERE, ANYTIME WITH NCB ECOMMERCE!



MERCHANT
FEATURE

WIRED TO WIN





IMPACTING LIVES THROUGH ECOMMERCE SOLUTIONS

“We were all born to win in all areas of our lives...”

That is the personal philosophy of Courtney McLean, around which he has built his company, Courtney McLean SMC Services.

CMSMC Services, which was founded with the aim of rewiring the minds of individuals and motivating them to win in all aspects of their lives, is an organization that provides mentorship, training, and counselling services.

For the past eight years, CMSMC Services has impacted the lives of thousands of people by helping them to step away from their “old stories” and walk confidently into the new chapters of their lives.

Even in the wake of the COVID-19 pandemic, CMSMC Services’ commitment to helping those eager to change their lives did not waiver, and in December 2020, Courtney published his third

book, *Wired to Win Productivity Planner*.

Encouraged by his NCB business banking officer, who made recommendations on how he could pivot and maximize opportunities to grow his business, Courtney shifted to a more digitally focused operation by moving his coaching and mentorship sessions online.

This move has enabled him to better cater to an international customer base that can now conveniently pay for his services through his website, powered by the NCB Payment Button solution.

“When we partnered with NCB and implemented the FYGARO platform, our international clients were able to participate in online sessions, having made their payments online. We recently had a session with over 100 participants, most of whom were international clients,” Courtney shared.

Courtney, who continues to challenge his clients to dream, found that his dreams came through in a way that NCB has proven to be effective.

For more information visit wiredtowinddna.com

BUILDING JAMAICA THROUGH ECOMMERCE... ONE TOWN AT A TIME

In the town of Mandeville, it is not uncommon to spot a mini car or a motorbike zipping past, colourfully painted in black, green, and gold, boasting the 876Get logo as drivers maneuver their way through the streets to deliver their cargo on time.

876Get, an eCommerce platform developed with buyers, sellers, and drivers in mind, connects customers to an online portal where they can purchase groceries, farm produce, cosmetics, clothing, and even fast food; all without leaving their homes.





The 876Get platform, after years of planning, finally came to life during the Covid-19 pandemic. As the Managing Director, Omar Fennell's first move was making eCommerce mainstream in Jamaica by offering community delivery service across Jamaica's smaller towns.

"Our plan is to establish delivery communities island wide, linking customers to businesses and providing employment for delivery personnel. In our plan to provide the service across the country, we're focusing on covering the smaller towns first," Fennell said.

To execute his eCommerce business plan, Omar had to partner with a financial institution that could provide an online platform for customers to securely pay for their transactions.

NCB came through for him with solutions that have optimized his business operations,

"NCB provides the majority of our online transaction processing".

"Through the FYGARO payment portal, we can send a link to customers for them to make a payment for their goods.

Their eCommerce solutions have also been embedded in our mobile app so customers can easily pay using their credit cards.

We also have mobile terminals provided by the bank. Without all these payment platforms, we could not operate our business efficiently," he shared.

876 Get currently operates in and around Mandeville, Linstead, Spanish Town, Ocho Rios, and Montego Bay, with plans to expand to Christiana, Spaulding, and Santa Cruz in the near future.

For more information visit www.876get.com or download the 876get mobile app.





POS Surcharging Fees



We take this time to remind you that charging customers surcharge fees on their credit and debit purchases is a direct contravention to Visa and MasterCard regulations and your signed Merchant Agreement.

See the related extract from the agreement below.

- i. In section, Honouring Cards, page 3, section 2, subsection 2.3 of the Merchant Agreement you have signed “the merchant agrees not to impose any surcharge, minimum or maximum purchase amounts or otherwise discriminate as to price”.
- ii. In section, Representations and Warranties, page 5, section 2.31, subsection F, “the Discount payable on any Card transactions has not been passed on to the card holder as part of the purchase price for goods and services”.

Merchants who practice this action are being advised to immediately desist. Failing which NCB may be forced to suspend or terminate your merchant account with immediate effect due to non-compliance with the signed Merchant Agreement.*

We thank you for your co-operation.

* Penalty fees may be applied.



MERCHANT
CORNER





GROW YOUR BUSINESS TO NEW HEIGHTS WITH AMERICAN EXPRESS



With the alliance between NCBJ and American Express, you can now provide your customers the opportunity to pay using their American Express credit cards.

This great combination not only offers convenience, confidence and added comfort for your customers, but also, expands your

business with an increase in sales due to the widened range of clientele who are loyal, high-spending cardholders! Additionally, this merge affords you advantages such as online account management and American Express signage at no cost to you.

More Benefits Include:



Increase Your Customers and Sales



Access to High-Spending Card Members



Merchant Website for Payments, Reporting and Dispute Management



Simplified and Faster Set-Up Process



Brand New Merchant Mobile App for Easy Access to Your Account

START ACCEPTING AMERICAN EXPRESS TODAY!

To become a member of a network that can help you to grow your business. You may contact us at (888)-622-3477 or email us at businesssolutions@jncb.com.





BENEFITS OF ACCEPTING CREDIT CARD PAYMENTS

No matter the type of business you operate, accepting credit cards can radically benefit you. The advantages of accepting credit cards range from boosting your sales to alleviating your daily workload.



Don't Accept Credit Card Payments?

Here are 5 benefits on how it will help your business grow

Benefit #1: Boost Sales and Increase Transaction Volumes

Studies have shown that consumers tend to spend more with credit cards than they would with cash, as they have greater financial freedom. In addition, accepting credit cards creates an opportunity to expand your business to a wide population of cardholders. Resulting in increased revenue and transaction frequency.

Benefit #2: It Helps your Business Save Money

Who doesn't like saving money? When you accept credit cards, you no longer have the hassle of manually keeping records of cash/cheque purchases which requires extra personnel, and time to reconcile. Credit card purchases automatically generate receipts and create a history report of all your transactions. Plus, funds from credit card purchases are automatically deposited into your business account. Saving you a trip to the bank.

Benefit #3: Increasing Demand for Credit Card Acceptance

Customers prefer to pay with their credit card because it is quick, convenient and often times rewarding. Many businesses have already begun accepting credit cards due to the significant increase in demand. When you accept credit cards, you can eliminate your competition, and preserve

your customer loyalty by expanding and offering multiple payment options.

Benefit #4: Speed Up Receivables and Get Immediate Cash Flow

Credit cards allow customers to pay off an invoice in full. This alleviates lingering debt between a merchant and his consumer, thus helping to avoid any collection efforts, and provides instant cash flow to maintain the health of your business.

Benefit #5: Integrated Payment Solution

NCB provides its merchants the opportunity to take advantage of our Integrated Payment Solution. This solution allows you to process credit card transactions, simultaneously update your accounting records as well as your inventory levels. Thus eliminating the need to process transactions and then manually reconcile and adjust your inventory numbers.

Plus, get access to a Merchant Advanced Loan up to 20 million by using the sales volumes of your debit and credit card receivables from your business Point of Sale (POS) machine.



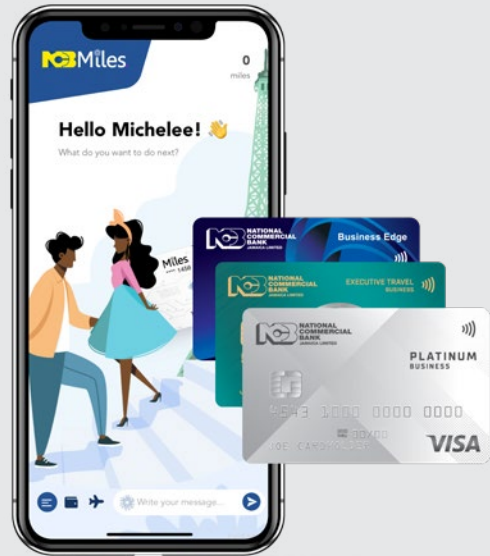
REWARDS YOUR WAY!

Choose how you want to be rewarded anytime, anywhere, for anything in-store and online with NCB Miles!

Use your NCB Miles to book your next business trip, purchase inventory or pay utility bills in-store and pay for social media ads and accounting software subscriptions online*.

Activation is Easy!

- + Just download the NCB Miles app
- + Signup with the email address linked to your credit card
- + Confirm your name
- + Create and confirm your password
- + Accept the Terms and Conditions, and GO!



NCB Business Edge:

- + Earn points on all purchases made on the NCB Miles website, or in the app. These miles can be used to make purchases both in-store or online.*
- + Access to exclusive discounts on the NCB Miles Platform

NCB Visa Platinum Business and NCB Executive Travel Business:

- + Earn points when you spend! and redeem for anything, anywhere and anytime in-store and online.
- + Access to exclusive discounts on the NCB Miles Platform.

Visit www.ncbmiles.com or download the app on your Android or iOS device and discover today!

Don't have a NCB Business Credit Card? Apply today at creditcard.jncb.com/business

*Stored on the NCB Miles platform as points/miles which can be used via a virtual card



SECURITY
MATTERS



SECURE YOUR BUSINESS THE RIGHT WAY

Securing your business is of the outmost importance. Here are some eCommerce, Fraud and Card Security tips to remember.

Fygaro Tips:

1. Verify that the payment is marked as “Successful” for “Gateway” transactions before shipping the products.
2. When Shipping items, ask for proof of delivery (signature, picture, other) from the carrier.
3. Always verify the invoice number and name of the customer on your Fygaro account
4. Do not share your Fygaro username/password with other people (if multiple people need access to the account, prefer to have a multi user tier).
5. Setup and have clear Terms and Conditions (including returns and cancelation policy).



eCommerce Tips:

1. When your website's developer provides the default password and username for your website, be sure to change the password as soon as possible to reduce your risk of compromise.
2. Check with your website's developer to ensure that your website is running on 'https' and has a locked padlock. This will help your customers to verify that your website is safe and secure.
3. Did you know that as part of the NCB Merchant onboarding process, you are automatically registered with Control Scan our Third Party Security Partner? With Control Scan, you are encouraged to complete quarterly scans to assess your website's security.



FRAUD PREVENTION & SECURITY

PCI DSS Compliance

PCI DSS Compliance means your business is taking the necessary steps to protect cardholder information and prevent data security breaches.

Being compliant will:

1. Enhance the safety of card payment data.
2. Protect your business and customers against the growing threat of card fraud.
3. Save money by avoiding non-compliance fees.

3D Secure

3D Secure or Payer Authentication is a security protocol used to mitigate fraud transactions when customers use their credit and debit cards to make purchases online. Card brands, such as Visa and MasterCard, currently provide this service under the names Verified by Visa and MasterCard SecureCode.

A 3D Secure, eCommerce website will enable you to:

1. Reduce your risk of losing your merchant account due to fraud.
2. Get real time response on your website protection, which helps to make business decisions easy.
3. Eliminate tedious efforts pertaining to fraud screening.
4. Accept more sales and expand internationally without fear of fraud.

All NCB eCommerce merchant websites are required to be 3D Secure.

For more information on becoming PCI DSS Compliant, contact your NCB Merchant Sales & Relationship Officer for assistance.




COMING
SOON



COMING SOON

TAP & GO WITH NCB MPOS

Having an effective Point of Sale (POS) solution allows you to run your business smoothly. Very soon NCB mPOS merchants will be able to accept Contactless (Tap & Go) card transactions for even faster payment processing.

Never Miss A Sale with NCB mPOS with benefits including:

- + Accepts all major debit and credit cards including US\$ transactions.
- + Online portal to view transactions and generate reports.
- + NO DATA required to use the mPOS app.
- + Transactions are automatically settled to your account daily.
- + Allows for personalized messages and transaction receipts.



For more information, you may contact your Merchant Sales & Relationship Officer.