



Winter 2008

Merchant *On-line*

Exclusively for Commerce Bank Merchants

How Will You Handle Post-Holiday Returns?

Remember to Follow Card Association Guidelines

This is the time of year when you will be faced with lots of returns and exchanges. There will be customers who don't have receipts, people who want to exchange for a different item, and those who just want their money back.

MasterCard and Visa Regulations

The major card associations have strict policies regarding returns and exchanges on credit card transactions. Here are the basics:

- ▲ Never refund cash on a credit transaction. If it's simply a return, you must issue a credit to the account to which the original sale was charged.
- ▲ If the customer wants to exchange for something more expensive than the original item, you should complete a transaction for the difference in price. When the new item costs less than the original item, credit the price

difference to the card that was used for the original sale.

In any case, do not refund cash if the sale was originally a credit card transaction.

Post a Return and Exchange Policy

If you're a "brick-and-mortar" merchant, display your Return and Exchange policy at the point of sale. Have your terminal set up so that your policy is printed on your receipts. Mail order merchants are required to disclose their policy on the mail order form, invoice or contract. E-commerce merchants must communicate their refund policy during the ordering process, and require customers to accept it.



Use Gift Cards as In-Store Credit

Gift cards can help build profits since consumers often spend more than the amount on the card. If you handle returns and exchanges smoothly, customers will remember your good service, and may return at another time.

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Vx570 – Convenience and PCI Compatibility

VeriFone® Vx570 Terminal Enables Use of Custom Industry-Specific Applications

At Commerce Bank, it is our goal to provide our merchants with the most up-to-date equipment available. The Vx570 is a PCI-compliant terminal with a wide range of options that can be customized to suit your unique needs. Unlike most other terminals, the Vx570 can be customized with industry-specific applications, such as settlement and server reporting for restaurants, purchase card options for retailers, and specialized features for quick service merchants.

As the payment landscape evolves, the Vx570 terminal is designed to grow with your business, adapting to your changing payment acceptance requirements. Its powerful processor quickly handles a range of transactions, including most major credit cards — Visa®, American Express®,



MasterCard®/Diners Club® and Discover®— plus PIN and signature debit transactions, gift cards, Electronic Benefits Transfer and check authorization, with peripheral products. It also supports value added services such as returns and exchanges.

The Right POS Solution For Many Different Merchant Types

- Retailers
- Restaurants
- Grocery Stores
- Household Trades
- Direct Marketing (MOTO)

The VeriFone Vx570 is a terminal that leverages today's full suite of payment options, and is flexible and expandable for future growth. Our Merchant Support Center can help you take advantage of this great new technology.

ClientLine® Online Reporting Tool

Analyze Payment Processing Online For Better Insight and Time Management

Commerce Bank has enhanced our reporting solutions by transitioning you from MyMerchantView to ClientLine, which offers superior features and is free to our merchants.

To see all of the features available, simply go

to www.commercebank.com. On the Merchant site click on the Internet-based reporting link then click on the ClientLine logo. If you're a current user of MyMerchantView, there's no need to register. Your User ID will be converted to ClientLine automatically. Commerce Bank will notify you by mail when your User ID has been converted.

Your business is important to us, and we will continue to bring you the highest level of service, technology and personalized attention. That is why we ask questions, listen to your answers and provide you with solutions. For more answers contact our Merchant Support Center.



A Low-Tech Solution When Technology Fails

A Manual Imprinter Can Save the Sale!

Magnetic stripes can fail for a number of reasons. If your electronic authorization terminal can't read a card's magnetic stripe, it doesn't necessarily mean the card is invalid. But you do need to exercise caution, and get a manual authorization.



Processing Hand-Keyed Transactions

1. Using your electronic terminal, manually enter all the required information from the card. An authorization code and receipt should be generated by your terminal.
2. Examine the card carefully, checking the expiration date and the account number.
3. Make an imprint of the card with a manual imprinter. This important step provides documentation that the card was present.

4. Fill in the transaction information on the sales slip, including the authorization code.
5. Watch the customer sign the sales slip, then compare that signature with the signature on the card.
6. Attach the electronic receipt to your copy of the manual sales slip.

Hand-keyed transactions present a greater risk of chargebacks, but you can help minimize your exposure by following these steps.

Data Security in the Global Marketplace

KEEPING YOU UP TO DATE ON CRITICAL SECURITY ISSUES

Visa Announces New Software Compliance Deadlines

Visa has implemented a mandate intended to eliminate the use of non-secure payment software used in merchant payment transactions. Vulnerable payment applications have proven to be the cause of numerous data compromises recently among small merchants.

Effective immediately, new merchants will not be provided with vulnerable payment applications by software vendors.

The new compliance program consists of five phases that culminate with a requirement that all merchants use only PABP-compliant applications no later than July 1, 2010. While that may seem

a long time from now, these sweeping changes are occurring consistently throughout the entire merchant environment.

What you can do right now

Forward-thinking merchants should check with their payment application vendors and IT personnel to ensure that the software version they're using does not store any of the following:

- ✓ Magnetic-stripe data
- ✓ Visa CVV2 or MasterCard CVC2 (the 3-digit code on the back of the card)
- ✓ Personal Identification Number (PIN) data

A list of compliant payment software versions can be located at www.visa.com/pabp.

Visit www.commercebank.com/datasecurity to learn more about PCI compliance.

A High-Tech Solution to Check Writing

Commerce Electronic Check SolutionSM Streamlines the Handling of Paper Checks

Worried about the rise in check fraud? Would you like an easy way to expedite your check-out process? Commerce Bank can help you convert your business to an Electronic Check Solution and greatly reduce the cost, time and risk associated with check acceptance at the point of sale.

Some customers like writing checks, plain and simple. But all that paper adds a great deal of complication and hidden costs to your business in slower access to funds, long waits in



deposit lines, time spent running balance tapes, and energy wasted on collection activity. Our Electronic Check Solution lets you accept your customers' checks with confidence.

Faster Access to Funds and Reporting

Because you're converting a paper check into an electronic transaction, you'll eliminate the "float" of shuffling the paper check from bank to bank. Checks submitted by 6:00 pm CST will be credited to your business account the next business day. Plus, the Electronic Check Solution gives you the advantage of faster tracking with up-to-date activity statements via online reports.

Improved Check Acceptance

By swiping checks you can reduce the risk of check fraud and non-collectible checks. When the check is swiped, it is compared to a national check database of over 100 million checking accounts for verification. The database is updated hundreds of times per day so you get the most recent data. If the check is declined, the terminal alerts you immediately. It all adds up to convenience and security for you and your customers. Call our Merchant Support Center to learn more about the Electronic Check Solution.

Merchant Support Center

We're here to assist you with all your merchant needs. Commerce Bank Customer Service Representatives are available to help you with:

- **Processing**
- **Service Questions**
- **Supplies**
- **Statement Questions**

We offer personalized service through our in-house Support Center at: 1-800-828-1629
Monday-Friday: 8 a.m. to 6 p.m. and Saturday:
9 a.m. to 1 p.m. (CST). Fax us at: 1-816-234-2181.

For faster service, have your merchant number ready when you call the Merchant Support Center.

Telephone authorizations: 1-800-228-1122.
Call 24 hours a day, seven days a week.

Write us at:

Commerce Bank

Merchant Department

811 Main Street, KCBC-1

Kansas City, MO 64105

We're always at your service.

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