



## The Smart Merchant

May 2016

### Get your money faster!

UMS has a special program for merchants who need 24 hour funding for their merchant services transactions.

#### Some points on this:

1. Next day funding in the world of merchant bankcard is always pre-funding. 36 to 48 hour funding is the norm because of the cycle of the funding file being sent through the processor's clearing bank to the Federal Reserve to deposit into your bank. 24 hour (next day) funding means the funding is based on the file of transactions sent to the processor, but not yet reviewed. The funds put into your bank account are based only on total authorized transactions. That means that from time to time, your account may be fully funded on the 24 hour funding line and then as any canceled or disputed transaction adjustments come in later in the day, we send the adjustments through the following day to be deducted from the "pre-funded" amount.
2. Because of this "pre-funding" there are certain credit and performance requirements that go along with the pre-funding service. If an existing account, please contact our customer service desk for more information.
3. There is also an additional minor cost for the service.

With the above points, there are still some business types which require a cash flow faster than the normal 36 – 48 hour (essentially 2 day) funding. This service is now available through our UMS program!

Please contact [customerservice@umsbanking.com](mailto:customerservice@umsbanking.com) for more information on this program.

Refer another business to UMS Banking and get a referral bonus on sign up and approval of the account.

## New PCI Mandates + EMV: What you need to do

Due to new industry mandates and processing standards, a download will need to be done on certain merchants' terminals before October, 2016. If your current terminal is not EMV (chip-card) compatible, this would be a great time to upgrade your terminal! Rather than having to reprogram your existing machine, which will still not have EMV capability, we could instead send you a new EMV-capable terminal, already pre-loaded with your information and all the mandatory updates. In addition, with a low optional upgrade, you can add ApplePay and other near field communication (NFC) acceptance to the same EMV terminal. Taking the opportunity to purchase a new terminal at this time would not only save you time and money, but also ensure that your terminal will remain compliant and viable well into the foreseeable future!

Please contact your account manager or our Customer Care team regarding special pricing for new terminals going on right now.

## Attract + Retain Customers

Attract + retain customers with UMS Insights. UMS Insights makes technology and data work for your business.

### Get a 360° view of your business:

- Revenue & Transaction Analytics – view critical metrics including revenue, transaction volume and average ticket.
- Competitive Benchmarking – compare business performance metrics (including online reputation) to comparable nearby businesses.
- Business Trends – quantify the revenue impact of online ratings, social media and marketing actions.
- Social Media Monitoring – track and make use of social media communication platforms to strengthen customer relationships.
- Reputation Alerts – receive alerts of online reviews and ratings; allowing you to react quickly to protect reputation and win more customers.

You can get started with a free 30-day trial of UMS Insights, but you will need to create an account as a part of this trial offer. For more information about UMS Insights, or if you would like to sign-up, you can do so by contacting UMS Customer Service at **800-866-1881**.

## Testimonials:

*"It's really awesome that you guys are providing this useful new product to merchants. Being able to compare revenue to similar businesses is awesome, and I wasn't even aware of any of my online review sites other than Yelp!"*

-DH

*"I feel like I can compete now with the big guys, without requiring a big budget increase."*

-BF

## \$\$\$ Refer a merchant – One of our best kept secrets is now out of the bag!

### Prizes:

Movie Tickets, Gift Cards, Credit on your statement, and more..

### How it works?

#### First:

You know someone who needs great service and great rates.

You tell them a little about your experience with UMS.

Either they call us and tell us you sent them or you can click below and refer them to us.

Once they sign up with us and are installed you can have one of the following prizes:

A pair of movie tickets; \$25 Starbucks Gift Card; a \$25 Gift Card to a popular restaurant, etc.

The more you refer in a month the better the prize.

#### Second:

Your friend will have their choice of 2 months free statement fees or one of the above prizes.

**To refer a friend call us at: 800-324-8324 ext. 117.**

## A message from the top: (Joyce Gaines, CEO)

Hello. Since 1987, the UMS Banking story has been told, business by business. Your success through our payments program has been our first focus and delivery point. We like to think of you as a part of our family. Like a family, as we have each grown up, our needs may be changing, and demands shifting. We have added new products and programs to our service line to help satisfy those

demands. As you know, the payments industry we represent is constantly on the move. I see our job as one of making sure you are compliant with legal points of processing, as well as, using our services to help you expand your business in the most cost effective and efficient ways.

I always like to hear about your successes or even challenges and to bring opportunities as they present themselves.

**Joyce Gaines, CEO**

## **Ensuring PCI Compliance**

UMS Banking undergoes an annual security audit to validate the company's PCI DSS (Payment Card Industry Data Security Standard) compliance to that of a Level One (the highest level requiring an onsite audit) organization. Any access to merchant card data is done within a PCI Compliant environment in the company.

We understand the importance and sensitivity of merchant data and make it our top objective to put in place safeguards that meet or exceed industry standards. UMS Banking will continue these actions in our efforts to provide best in class service to you and your business, as well as protect all sensitive credit card and other financial data.

Thank you for being a UMS Banking client. We always value your input.

## **Marketing Tip: Point-of-Difference**

What is a point-of-difference or also known as a "POD"? A point-of-difference is characteristics or benefits consumers/customers strongly associate with a brand or a company. These characteristics or benefits are seen as unique and competitors or similar companies or brands do not provide them. This is what allows for the brand or company to stand out or set itself apart from the rest. One great example would be the Samsung Galaxy 7, where it is water resistant, setting itself apart from many other similar phones and competitors.

When it comes to deciding which POD to use for your company, there are certain factors and criteria that one must first consider. Is your point-of-difference relevant? It is very important to make sure your company stands out in a relevant manner; otherwise it might as well be non-existent. Is it distinct? Your POD must be distinct from all things similar to it. If it is too similar to others, it will not set itself apart. Lastly, you must make sure that your point-of-difference is deliverable.

In order for your POD to be deliverable, it must be realistic and feasible, be able to be communicated

clearly and it must be available. If all these criteria are not met, it may be very difficult for you to not only provide a desirable POD, but also then deliver it.

It is important to remember when creating or establishing your POD that you also meet minimum requirements and especially standards of your industry. If you provide a POD that sounds amazing, but fails to meet the basic requirements of your industry, you will run into other challenges with regard to marketing, product demand or even on legal compliance. For example, if you are a cell phone manufacturer such as Apple, you must make sure that your product allows your customers to make a phone call and text messages as all your competitors provide these capabilities and these are industry standards. Remember a well stated, deliverable POD is just one great way to help your company stand out in the mind of the consumers, as well as in front of competitors.