



# Pay by Bank Account Reduce Costs and Risk While Driving Frictionless Commerce

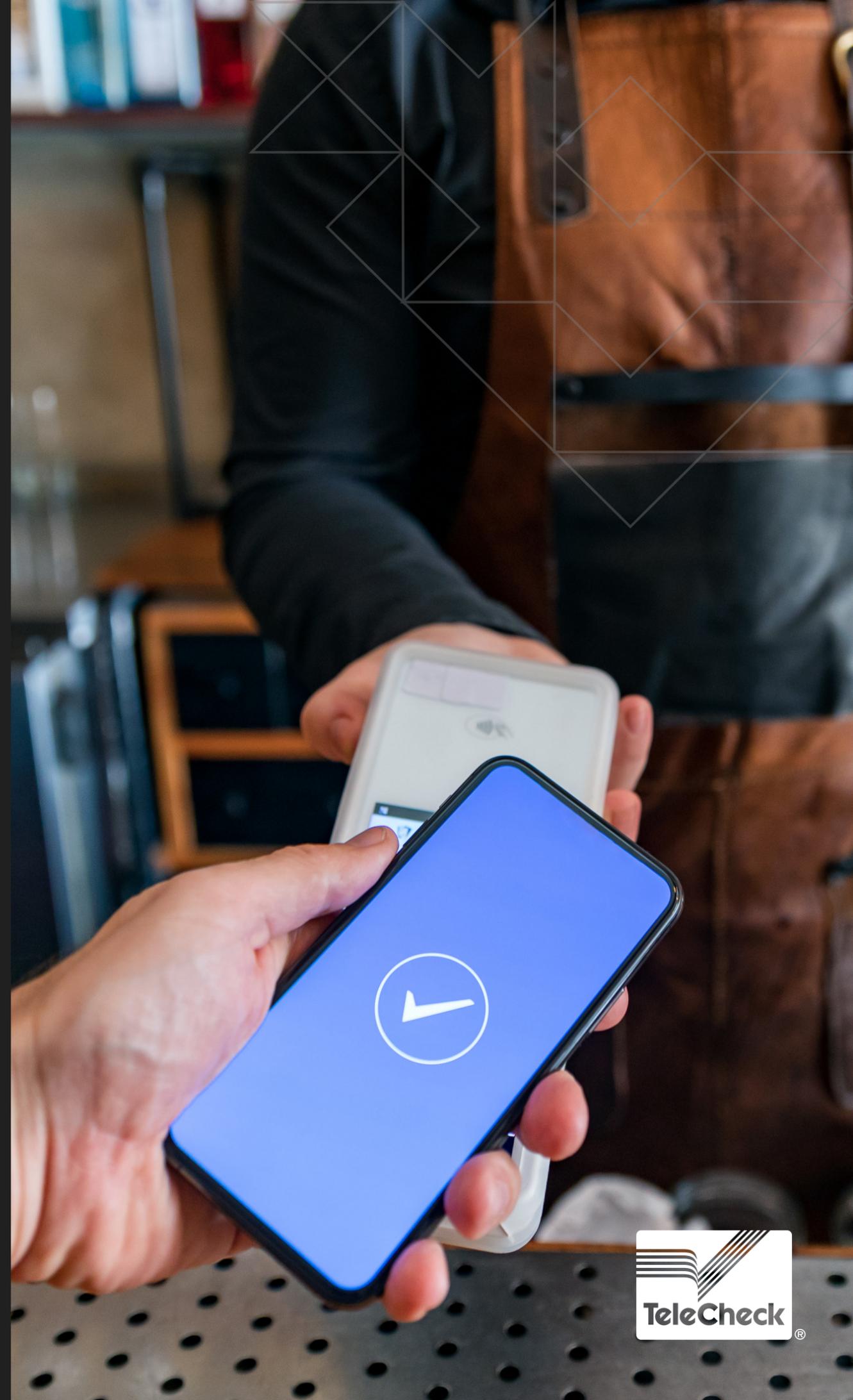
Consumers prefer touchless commerce and are moving away from cash toward peer-to-peer, bitcoin and buy-now-pay-later. And retailers are facing higher costs due to rising interchange fees, more chargebacks and false negatives.

Pay by Bank Account helps retailers save on costs and risk while meeting consumer expectations. It's a payment card or digital wallet linked directly to a consumer's bank account. Not bank-issued, it's issued directly by retailers and is unaffiliated with card networks, which leads to savings, convenience and control.

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A one-time, low-friction customer enrollment gives them access to all of a merchant's payment channels:

- ✔ Pay In-App
- ✔ Pay Recurring
- ✔ Pay at Pump
- ✔ Pay In-Store
- ✔ Pay Online





## Reduce Costs

ACH Network Transaction

Merchant-branded to control consumer messaging

Supports customer spend up to \$1,000

Next-day settlement

Increased basket size for higher margins

## Reduce Risk

Tokenized Payment – No information is stored on phone or merchant servers

Fiserv assumes risk, minimizing chargebacks

Higher approval rates

## Power Frictionless Commerce

Touchless QR Code

Omnichannel consumer experience – wherever and however consumer wants to pay

Enroll consumers in less than one minute

Increased consumer loyalty with valued populations (Gen Z and Millennials)

Fewer declines mean better consumer experience



37%

of consumers say they're more likely to shop in a touchless environment



50%

of the top 20 U.S. retailers use Pay by Bank Account



1.25M  
average daily transactions

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