

Visa Account Updater For Merchants

Increase Authorization Approvals and Reduce Customer Service Problems and Costs



Merchant Benefits

- Simplifies and secures account-on-file transactions.
- Increases authorization approvals.
- Helps increase sales and retain customers.
- Reduces the costs associated with contacting customers to obtain updated information.
- Cuts customer service expenses by preventing interruption of payment relationship.
- Reduces opportunity for service cancellation.

Cardholder Benefits

- Offers a seamless account update process.
- Provides uninterrupted service from participating merchants.
- Reduces negative experiences caused by declines.
- Does not require cardholder action to communicate changes to participating merchants.

Visa® Account Updater (VAU) enables the electronic exchange of updated account information among participating merchants, acquirers and Visa card issuers.

Serving as an automated, dedicated and secure clearinghouse, VAU delivers updated cardholder account information in a timely, efficient and cost-effective manner, benefiting acquirers, merchants, issuers and cardholders.

Visa understands the challenges faced by account-on-file merchants when it comes to staying on top of expiration date changes and unpredictable account information changes such as closures, upgrades to new card products or cards that are lost or stolen. Keeping payment information up to date is costly and time consuming. Furthermore, these requests can also introduce the risk of service cancellation. Outdated account-on-file information can lead to declined card transactions and cardholder inconvenience.

The Value of VAU

Due to the complexity involved in keeping information up to date, account-on-file merchants experience high rates of authorization declines, which, in turn, can lead to severed relationships with cardholders and lost sales. With VAU, these problems are solved in a way that creates value for all parties in the payment process. Cardholder relationship disruptions that result from Visa account information changes are also reduced.

Through VAU efficiencies, merchants achieve customer service cost savings, increased sales, more approved transactions and higher levels of customer satisfaction.

How VAU Works

Qualified merchants are enrolled in VAU through their participating acquirer.

Visa card issuers submit electronic files with updates to Visa when a cardholder's account information changes because of a product upgrade, a portfolio conversion, card expiration, loss or theft, account closure or other changes.

Issuers must send file updates within two business days of a permanent change being active in their authorization system. However, they are strongly encouraged to send them daily to ensure that account-on-file merchants have the latest authorization data.

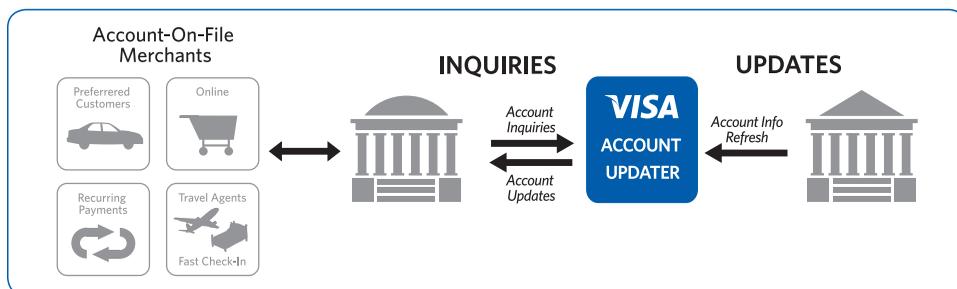
A few days prior to billing, participating merchants submit account numbers through their acquirer for customers with whom they have an ongoing payment relationship. VAU processes inquiries against its database and provides responses to the acquirer. These responses are then forwarded to the requesting merchants, who must then update accounts-on-file before requesting an authorization. Visa will only respond to specific data elements within an inquiry file from a qualified merchant. Responses include account number updates, expiration date updates, closed account advices and contact cardholder advices.

Participating merchants are required to update their customer account database within five business days after receiving VAU updates to ensure that the updated database is used in future Visa transactions in accordance with *Visa Account Updater Terms of Use*.



Get Started with VAU Today

For additional details about VAU and how you can enroll, please contact your acquirer.



All VAU data is transmitted through a secure direct connection between the endpoint and Visa and is stored in a database inside Visa's firewall; browsing access is not allowed.