

6 Leading Use Cases for PUSH TO CARD

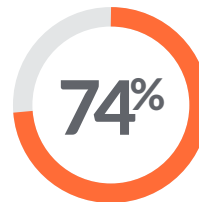
Alacriti

As the payments landscape evolves, it's important to understand your customer/member needs when evaluating payment rail choices and settlement speed. However, one rail is not going to fulfill all the needs of all accountholders. Therefore, multiple payment rails are needed. One of these rails is Visa Direct, which offers both domestic and cross-border payments, and global ubiquity. Here, we look at 6 of the leading use cases for card-based push payments.

Account-to-Account

An account-to-account (A2A) transfer is the transfer of funds from one financial institution to the other by the same individual. This would apply to opening a new account, adding money to a brokerage account, transferring money from one account to another, loan disbursements, or cross-border transfers.

FACT



of surveyed consumers may consider switching to an FI that offers real-time transfers¹

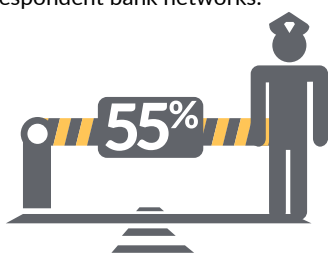
An average of 2.4 trades are missed per year due to delayed funds transfers from a consumer's bank to their brokerage account¹



7 days

Suppliers wait 7 days more than average to receive payments from payors that use correspondent bank networks.²

Businesses have to wait 55% longer to receive cross-border sales payments than domestic payments²



FACT

Cross-Border

The ability to quickly issue cross-border payments addresses many traditional challenges, such as excessive fees, language barriers, more time to process, and the inability to attach detailed remittance data to a payment.

Earned Wage Access

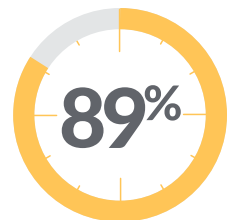
It's important for workers to get paid quickly so they can thrive. This provides workers with access to their paycheck when they want fast access to their earnings.

FACT



79% of surveyed workers would switch to an employer with real-time EWA³

89% of survey workers would work long for an employer with real-time EWA³



66% would choose a gig company that offers real-time payments over others⁴

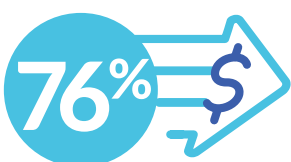


66%

FACT

Gig Economy

Helps gig companies pay their workers in real-time to accounts with Visa debit cards. In addition, there are potential revenue streams from worker fees for real-time payouts.



76% would pay for faster access to their earnings on a monthly basis⁴

Marketplaces

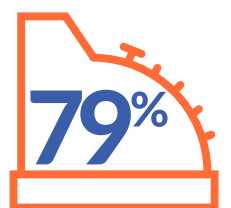
Marketplaces need to attract and retain sellers who want fast access to their sales revenue. Real-time payouts to sellers mean better liquidity and more satisfaction.

FACT



of surveyed sellers would switch marketplaces to access real-time payouts⁵

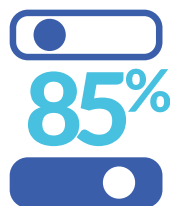
79% of surveyed sellers prefer real-time payouts to debit cards backed by Visa over payouts to digital wallets or standard direct deposits⁶



81% of surveyed small businesses would pay a fee for faster settlements⁷

FACT

85% of surveyed small businesses would consider changing their acquirer to get faster settlements⁷



Merchant Settlement

Businesses need quick access to their sales revenue. Merchants can request real-time payouts to accounts linked to their eligible debit cards. It's also an opportunity to develop revenue streams from merchant fees for real-time payouts.

Alacriti's centralized payment platform, Cosmos, provides innovation opportunities and the ability to make smart routing decisions at the financial institution to meet their individual needs. Financial institutions can take full ownership of their payments and control their evolution with ACH, Wire, TCH RTP® network, Visa Direct, and the FedNowSM Service, all on one cloud-based platform. To speak with an Alacriti payments expert, please [contact us](mailto:info@alacriti.com) at (908) 791-2916 or info@alacriti.com.

1. Aite Group and Visa Inc. survey of 1,957 U.S. consumers Q2-2020 mobile

2. PYMNTS and VISA: Innovating Cross-Border Payments (survey of 456 UK and US decisionmakers)

3. Commissioned by Visa and conducted by AYTAM among 1,000 employees across the United States.

4. Research was commissioned by Visa and conducted online by Directions Research, Inc. from Dec 5, 2019 to Jan 6, 2020. 2326 respondents were gig workers, from the US, Canada, the UK, Ireland, France, Spain, Poland, Ukraine, Russia, South Africa, India, Singapore, Australia, Brazil, Peru and Colombia

5. Research conducted by Visa, in an online survey of 750 individual and small business marketplace sellers in the United States, in July 2020

6. Visa conducted an online survey of 1,791 marketplace sellers and 1,603 gig workers in the US, the UK, and Spain in May 2021.

7. PYMNTS and Visa survey of 359 small businesses in the United States, June 2020