



 Be
Chip Card
Ready

Educating Your Employees on Chip Card Transactions

You heard about the EMV shift and increased chip card adoption and took action to ensure you can process chip card transactions on your EMV-enabled terminals. Now what? Be sure to educate your staff on how to process these transactions. Remember, chip cards are new to your customers as well. They may need one of your employees to walk them through their first chip card transaction.

Training your staff on the differences between traditional magnetic stripe transactions and EMV chip card transactions is simple.

IMPORTANT POINTS

- Chip cards are inserted into the terminal and remain there throughout the transaction process. Customers will want to swipe their card like a magnetic stripe card out of habit. This is a good opportunity to be helpful and guide them through the transaction.
- Your customers may also be unsure of how to insert the card. Make sure your employees know how to properly insert a chip card.
- The card must not be removed until the transaction is completed. If your customer removes the card too early, the transaction will be cancelled.
- A helpful video to acquaint your employees on the different transactions that can be processed on your EMV-enabled terminal is available at www.chipcardnow.com. Be sure to visit the EMV equipment page for access to more videos on specific terminal models.
- Be sure employees know that magnetic stripe transactions are a “back-up” in the event a customer has a damaged chip card or has not been issued one by their bank.

It's a slightly different process, but chip cards are easy to handle. A little education will go a long way to make sure your customers have a great experience using their new cards at your business.

*View videos for your
EMV-enabled terminal at
www.bechipcardready.com*