

Multiple Payment Options for Cardholders

Success Story

Carrefour is the third largest retailer globally with more than 12,000 stores spread over more than 33 countries in Asia, Europe and Latin America. The more than 381,000 employees of Carrefour realized a turnover of 119.1 billion Euro in 2014. In Belgium, Carrefour is a leading retailer with about 12,000 employees, 729 stores and a consolidated turnover of 5 billion Euro in 2014.

Faced with the constraints of a private label card solution, Carrefour Belgium started looking for options to increase the number of payment acceptance points and payment convenience for its cardholders in 2006, aiming to further expand card transaction volumes and revenues.

The solution

SIX Payment Services in Luxembourg, worked together with Carrefour to launch increasingly innovative cards that have been very well received by cardholders. SIX Payment Services hereby takes care of all card-related back-office operations (from card activation, transaction processing, fraud management, to multi-lingual call center support). Secured remote interfaces allow qualified Carrefour employees to consult and administer the

card portfolio on a real-time basis. Carrefour Finance can therefore fully concentrate on customer relationship and credit line management.

The result

2007: Multi-application co-branded Visa credit cards.

Private label magnetic stripe Carrefour cards are converted into co-branded Visa chip cards. Within Carrefour stores, cardholders have multiple payment options that operate under the private label application stored on the card chip. They can choose to pay

«SIX Payment Services (Europe) S.A. has been most responsive in offering innovative issuing and acquiring solutions. Cardholders can choose for immediate payment or for using their credit line. All by selecting the appropriate option from the menu displayed at any EMV terminal, whether in a Carrefour store or elsewhere where Visa is accepted.»

Thierry Gosset
CEO, Carrefour Finance Belgium



immediately at the cashier, by using their revolving credit line, or through installment credit: All simply by selecting the appropriate option from a menu available at the payment terminal. After the cardholder selects the desired payment option, the transaction is routed directly from the payment terminal to SIX Payment Services in Luxembourg and is authorized on behalf of Carrefour Finance. Outside Carrefour, the card is used as a regular Visa credit card with transactions directly registered onto the cardholder's revolving credit line.

2009: Multi-application credit and debit cards in and outside Carrefour stores. Co-branded Visa credit cards are upgraded with a debit and credit application that allows cardholders to select immediate payment or using their credit line at any EMV terminal that accepts Visa or within Carrefour stores. Within Carrefour stores, transactions are routed directly from the payment terminal to SIX Payment Services. In less than five months, the required system changes and the distribution of 200,000 new cards were executed.

2010: Rollout of contactless payments. SIX Payment Services rolled out the required issuing and acquiring solution to support contactless payments of Carrefour Visa cards. For any purchase below 75 Euro, cardholders just tapped their card at the contactless reader to validate their payment.

By the end of 2011, all Carrefour stores in Belgium and its cardholders were equipped with the new contactless solution.

2014: Carrefour selects SIX as provider of an European platform for its future payment products. This new relation has been shaped by the launch at the end of 2015 of an innovative prepaid product for the Belgian market: the FLEX card. The Flex card starts its life as a traditional gift card, yet offers much more: the card can be transformed in a reloadable prepaid card. Thanks to its integration in the VISA network, the card can be used as a regular payment card (NFC included) at retail shops, ATMs and on the internet. Additional features include a budget management tool, collection of bonus points and the transfer of money between Flex cards.

2016: SIX and Carrefour are working together to design and develop revolutionary products for the French market. This offer will be concretized by the launching of a specific debit card product as from October 2016 but further projects will follow.



About Carrefour

Over the past 40 years, the Carrefour group has grown to become one of the world's leading distribution groups. As the world's third-largest retailer and the largest in Europe, the group currently operates four main grocery store formats: hypermarkets, supermarkets, hard discounts and convenience stores. The Carrefour group currently has over 16,000 stores, either company-operated or franchises.

The benefits

– Time to market

A state-of-the-art processing platform allows to introduce new card programs in less than five months.

– Card transaction volume

The successive series of innovations have boosted Carrefour's card transaction volumes with more than 65% from 2006 to 2010.

– Cardholder data mining

Increased card transaction volumes allow more efficient data mining of cardholder behavior at Carrefour and other stores, to facilitate more targeted marketing efforts.

– Cardholder loyalty

The cardholder receives loyalty points when shopping at Carrefour and can exchange the accumulated points for coupons. In addition, the cardholder receives discounts at selected partners.

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