worldpay
from FIS

RELOAD AND AUTO-RELOAD

Your cardholders have the option to automatically or manually reload their StoreCard at any time, making the checkout experience more convenient and efficient. When a cardholder reloads their StoreCard, they simply link their StoreCard to a credit card. The online reload feature utilizes the Worldpay from FIS credit processing platform, which encrypts the credit card data.

How to make Card Registration and StoreCard Manager work for your business

- Reload and Auto-Reload can help you to keep your check-out lines short when your customers reload their cards in advance of a purchase.
- Reload and Auto Reload make in-store check-out and StoreCard balance management convenient for your customers.
- Reload and Auto-Reload benefit your business by increasing the cash available on gift cards. This is cash that is in your bank account as soon as it is put on a gift card. The more money is on gift cards, the better your cash flow.
- Reload and Auto-Reload also work in combination with the Rewards feature. Rewards are the incentive that drives customers to reload their card. Customers are likely to pay via credit card or cash per purchase unless you are driving them to use their StoreCard again and again with the rewards feature.
- Keeping your customers paying with their StoreCards can reduce your credit card processing bill as well.

How to technically implement the feature

As with StoreCard Manager, Reload and Auto-Reload are automated features with your StoreCard program. Once a card has been registered, StoreCard Manager will allow your customers to access the Reload and Auto-Reload feature. Reloads will automatically work on any Issued and Activated card.

⚠️ **IMPORTANT: Only cards that have been Issued and Activated, and Registered via StoreCard Manager will be available for Reload or Auto-Reload.**

💡 **Tips**

- It is best to familiarize yourself and your staff with the set up process for Reloads on your own StoreCard so that you can assist your customers if they get confused.
- Once again, the Rewards feature will be the primary driver for your customers to use the Reload and Auto-Reload feature. If you did not sign up for Rewards, you may want to in order to maximize the cash flow and line management advantages of Reloads.