Visa Card Enrollment Hub

Enable consumers to use their banking application to easily and securely enroll their payment credentials to an account with a merchant

Visa Card Enrollment Hub (VCEH) helps merchants to onboard customers and generate recurring payments. Enroll consumers directly to their favorite subscriptions, retailers and more from within their banking app or portal by pushing Visa credentials directly to card-on-file merchants, wallets and Click to Pay.

Potential benefits

Grow customer base
Merchants can minimize effort for consumers and capitalize on their trust in banks to reduce drop off and acquire new customers.

Simplify account creation
Issuers can streamline the registration process, helping cardholders to store their card credentials with merchants and generate more recurring payments.
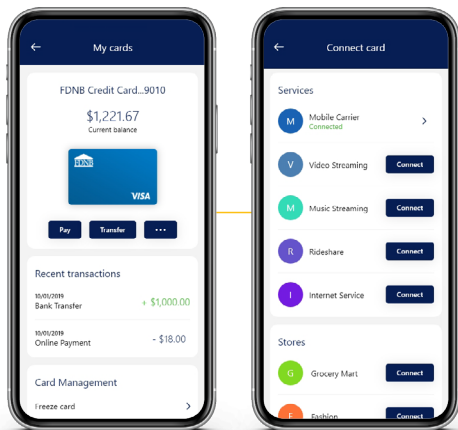
Reduce fraudulent accounts
Validate new accounts by leveraging bank authentication, building a base of high-value customers.
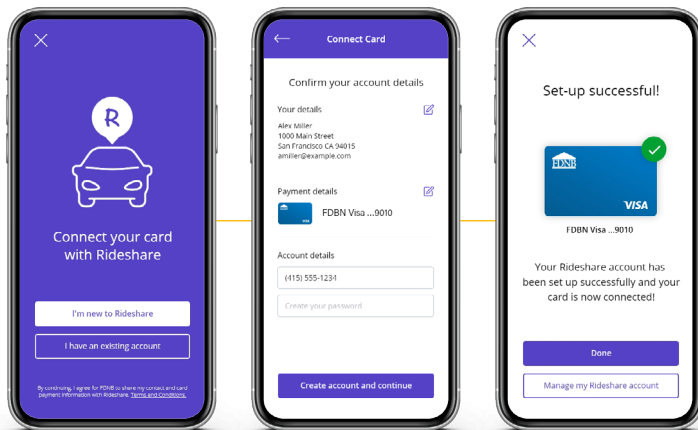
Onboard easily
Connect participating merchants to participating banks with a single integration with VCEH.

VISA

How it works

From banking site or app, consumer chooses to connect to retailer or service and is redirected to their site or app

Consumer and payment information is supplied by bank. User simply chooses password to finish enrollment

1. Consumer wants to provision their credential to a retailer or service from their banking app or website

2. A list of participating retailers and services is displayed for the consumer to choose from

3. The consumer is redirected to the selected retailer or website to create an account

4. The consumer is simply prompted to create a unique password to set up an account, with the bank providing the user details and payment data

5. Confirmation of account set-up is provided

Features

Enable cardholder control
Cardholders can choose to push their tokenized payment credentials from their bank into merchant token requestor accounts and services.

Guest checkout experiences
Proactively enable cardholders for Click to Pay to simplify account creation and further streamline guest checkout.

Business enablement
Create a new customer acquisition channel for merchants and wallets to receive secure, pre-authorized payment credentials.

Learn more
For more information, contact your Visa Account Executive or click here to fill out our online enquiry form

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