

البنك
السعودي
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بنك الامتياز | Banque of Excellence

**Grow your
business
with greater
control and
efficiency**

 مادي
 mada

For everyday

Introducing (mada) electronic payment service

We are pleased to introduce mada, the electronic payment service designed to make your business more competitive, more reliable and more efficient through enhanced Point-of-Sale transactions. mada is the natural evolution of SPAN, the national electronic payment system established to facilitate electronic payments for businesses, banks and consumers across the Kingdom.

mada is positioned to become the preferred retail payment of choice in the Kingdom for both cardholders and merchants.



More reliable. More secure

mada provides a step change in the way point of sale transactions are handled, providing a range of benefits:



- ▶ More payment choices for your customers resulting in increased sales and customer satisfaction.
- ▶ Technical support and constant operational monitoring to ensure high service performance levels.
- ▶ State-of-the-art technical infrastructure for safer, more secure transactions.
- ▶ Incremental business growth – through additional debit card-enabled transactions. Electronic payments encourage customers to purchase more per transaction, which leads to an increase in business volume.
- ▶ Savings in cash management costs, due to less time and effort spent in cash handling, recounting and in turn less opportunity for making errors.
- ▶ Electronic payments mean less time spent managing cash collections and therefore fewer trips to the bank for cash deposits, which saves both time and effort.
- ▶ Easier and more efficient payments - processing more transactions in less time and moving more customers through queues quickly and efficiently.
- ▶ mada allows for customer purchases of up to 60,000 SAR per day, per bank card.
- ▶ Easier reconciliation of payments, sales and inventory through periodic account statements and on-line banking services.
- ▶ Ability to enjoy promotional activities offered by the bank.

Plus, with the launch of mada electronic payment service, you will experience seamless service and support, with rigorous service level agreements in place to ensure efficient service, and a team of specialists constantly monitoring the service and measuring its effectiveness. Constant improvement will mean that your service to your customer will always be improving as well.

Value added services

mada electronic payment service takes advantage of the new range of transactions enabled by Debit Cards. These allow you to offer more payment options and other Point-of-Sale services to your customers, making their shopping experience more convenient.

Purchase with CashBack

This service allows your customers to withdraw a cash amount of up to SAR 400 at the Point-of-Sale, which will be deducted directly from their personal bank account along with their purchase. This capability is enabled through your mada point of sale terminal, saving them a visit to the ATM machine as well as reducing cash handling at the store.

Providing this service means that customers are more likely to visit your shop than other retailers who do not offer the service.

For more information about mada electronic payment service, please contact your Account Manager or call us at 800 124 2122