

mada Electronic Payment Service

Dear BSF Customer,

At Banque Saudi Fransi, we are always looking for ways to add value to your business in terms of efficiency, reliability and upgraded service levels. To this end, we are pleased to introduce mada, the next level in the evolution of SPAN, the national payment service. Focused on your business needs and the needs of your customer, this service is designed to make your business more competitive, through enhanced Point-of-Sale business transactions, and is positioned to become the preferred retail payment of choice.

mada electronic payment service provides a wide range of benefits

We are certain that mada will provide you with a step-change in the way Point-of-Sale transactions are handled, giving you a wide range of benefits that include:

- ▶ 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 in turn 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 online banking services.
- ▶ Ability to enjoy promotional activities offered by the bank.

Plus, as a mada merchant, you will experience higher levels of technical service and support with rigorous service level agreements in place, and a team of specialists constantly monitoring the service and measuring its performance.

You have the opportunity to add real value to your business, by benefitting from the greater control and efficiency that mada delivers. Give us a call today at 800 124 2122 or email your Banque Saudi Fransi Account Manager directly to GTB_Sales_CR@alfransi.com.sa to learn more about mada electronic service.

“mada” for everyday

Regards,,

Sales Team
Global Transaction Business
Banque Saudi Fransi