

The Importance of Legible Sales Drafts

When customers don't recognize transactions on their monthly Visa statements, they typically call their card issuer and request a copy of the sales draft in question. This means that the original or a copy of the original sales draft must first be retrieved from wherever it is stored—your establishment, a central location such as your corporate headquarters, your processor, or the financial institution with which you have your Visa merchant agreement.

The sales draft must then be photocopied and/or image-scanned and the copy mailed or electronically sent, via your merchant bank or processor, to the card issuer for the cardholder. In most cases, the cardholder will recognize the transaction from the copy of the sales draft, and that's the end of it. However...

Illegibility Defeats the Purpose

If the printing on the original sales draft is too light or too small, has background printing, or is on colored paper, the draft will not copy or scan legibly. Since an illegible copy of a sales draft defeats the purpose of the copy request, the transaction may be returned to you as a chargeback for "illegible copy." And, unless the readability of the sales draft can be improved, you may end up taking a loss on that transaction.



Improve Profitability:
Eliminate Illegible Sales Drafts



Improve Profitability With Legible Sales Drafts

As the owner or manager of your establishment, you are in the best position to help your company avoid this costly problem. You can improve customer service and profitability simply by making sure sales drafts are legible. The following tips will help you and your staff do just that.

The two tips below are for marketing and administration staff, the four tips on the next page are for your point-of-sale staff. Once you have reviewed this information with your staff, simply post it in a training area, lunch room or wherever your point-of-sale staff can see it as a quick reminder.

Marketing Staff

Position company logo or marketing messages on sales drafts away from transaction information.

Your company name, logo, or marketing message printed across the face of sales draft can make copies illegible. Position all printing away from transaction information areas—photocopy this page to see why!



Administrative Staff

Copy from microfilm at original draft size.

If your establishment microfilms sales drafts—reduced size images result in blurred and illegible copies.

Eliminate “illegible copy” chargebacks and improve your profitability.



Business Owners, Managers, and Staff

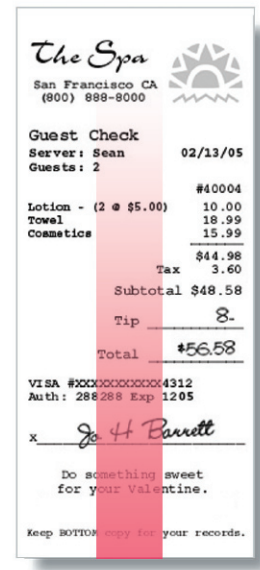
Change point-of-sale printer cartridge routinely.

Faded, barely visible ink on sales drafts is the #1 cause of illegible sales draft copies. Make sure the printing is clear and dark on every sales draft. Check readability on all point-of-sale printers daily.



Change point-of-sale printer paper when colored streak first appears

The colored streak down the center or the edges of the center paper indicates the end of the paper roll. It also diminishes the legibility of transaction information. Change the printer paper as soon as this colored warning streak appears—photocopy this to see why!



Handle carbonless paper and carbon/silver-backed paper carefully.

Silver-backed paper appears black when copied. Any pressure on carbonless and carbon-backed paper during handling and storage causes black blotches, making copies illegible. Always handle this type of paper with care!



Keep white copy of sales draft receipt—give customers colored copy

Keep the white copy of sales drafts; color won't matter to your customers. Since colored paper does not copy as clearly as white paper, it often results in illegible copies.

