

# Visa Concierge

## Issuer FAQs

### What is Visa Concierge?

Visa Concierge is a 24/7 digital personal assistant and lifestyle guide, allowing your customers to access extraordinary experiences each and everyday through a curated range of services, amenities and exclusive privileges.

#### Customers can now make the most of:

- Seamless reservations for dining and staycations
- Recommendations for local activities and attractions
- Virtual events and outdoor experiences
- Assistance across healthcare, business and lifestyle services and much more

### Doesn't this already exist? What's new?

Yes, Visa Concierge already exists. However, we've upgraded the platform to enable the best digital customer experience. We've introduced a series of functionalities to support customers in navigating and making the most of the new normal.

#### The new Visa Concierge is:

- Built with domestic use in mind
- Device agnostic – accessible via web and all connected devices
- Supported in multiple languages
- Inclusive of a new self-booking function for:
  - Restaurants and staycations
  - Tickets for local attractions, domestic and international flights
  - Limousines, with exclusive Visa discounts off retail rate

### How will this help my business?

We have recently conducted analysis<sup>1</sup> on Visa Platinum cardholders that subscribed to Visa Concierge service, and have observed the following:

- Issuers' portfolios that have been opted-in for Visa Concierge have higher spend versus those that have opted-out for Visa Concierge
- Individual Visa Platinum cardholders who subscribed to Visa Concierge spend 1.3 times higher and transact 1.6 times more frequently than non-Visa Concierge users
- Visa Concierge can be a driver of cardholder loyalty, our analysis shows that Visa Concierge users are twice as likely to remain active users when they use the concierge service

### Who can access Visa Concierge services?

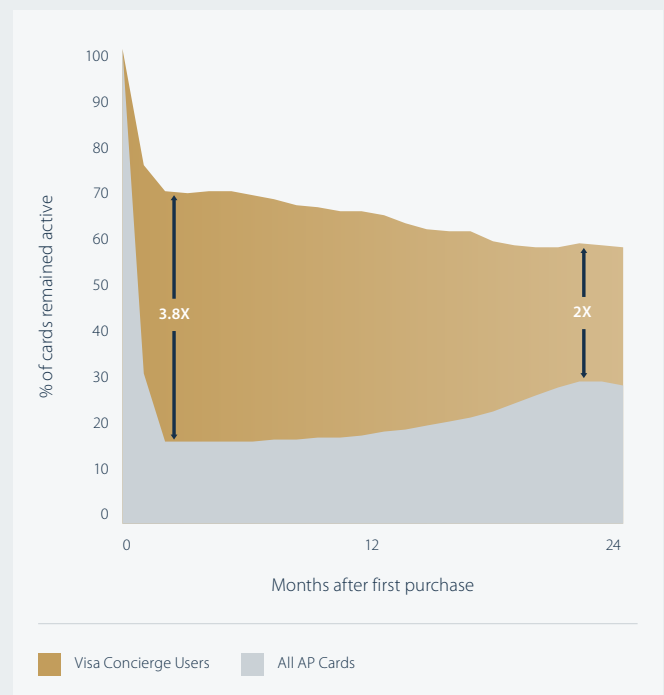
- Visa Infinite Cardholders
- Visa Signature Cardholders
- Selected Visa Platinum Cardholders\*

\*Unless an issuer has indicated that they will provide their own concierge service. Please contact your Visa representative for more information.

### How can customers access the Visa Concierge service?

- Visa Concierge [website](#)
- Local [toll-free hotlines](#)
- [Third-party Chat Apps](#) (in selected markets)

### % of cards remain active over a 24 month period



<sup>1</sup> VisaNet/ Concierge request data | Analysis Period: cards being purchase active from Jan 2018 – Dec 2019 | Credit/debit cards data across AP





## Is Visa Concierge for travel purposes only?

Visa Concierge is designed to be your customers' companion and guide, no matter where they are in the world. Our local experts in over 500 cities can advise on local hidden gems and recommendations to help your customers rediscover and make the most of their homeland.

You will also find personalised content, offers, special privileges and the full list of services available on the Visa Concierge [website](#).

## What is the cost and how is it structured?

Please contact your Visa representative for more information.

## In which countries/regions is Visa Concierge available?

Australia	India	Mongolia	South Korea
Bangladesh	Indonesia	Myanmar	Sri Lanka
Brunei	Japan	New Zealand	Taiwan
China	Macau	Philippines	Thailand
Hong Kong	Malaysia	Singapore	Vietnam

## What languages do Visa Concierge currently support?

Key languages supported in the Visa Concierge website are English, Traditional Chinese, Simplified Chinese, Korean and Japanese.

Languages supported by consultants on local hotlines are: Bahasa Indonesia, Bahasa Malayu, Cantonese, English, Hindi, Japanese, Korean, Mandarin, Tagalog, Thai and Vietnamese.

## Can Visa Concierge be translated into another local language?

Yes. Please contact your Visa representative for more information.

## Can the capabilities be integrated into an existing concierge solution?

The solution is modular in nature and can only be integrated into existing banking platforms supported by Visa Concierge.

As this is a multichannel offering, it would be disjointed and confusing to have multiple concierge parties servicing different elements.

For more information, please contact your Visa representative who would be able to assist you with the options available.

## Is there a multi-card wallet capability?

No, this is a single card solution only.

## Does Visa Concierge support tracking and reporting capabilities?

Tracking capabilities have been enhanced to drive greater concierge and spend engagement. This can be tailored to integrate with issuers overarching customer engagement objectives. Please contact your Visa representative to discuss further.

## How will Visa use the data?

Visa will never share data with third parties except to facilitate the provision of the requested service. We use data to provide a personalised and seamless experience through our channels.

More information on Visa's Privacy Policy is available [here](#).

## If you have more questions, please contact your Visa representative today.

We look forward to supporting you and your customers through this exciting new journey, making everyday extraordinary.

