

## Commercial Card *Classic* Best Practices

*Set the foundation for the long-term success of your organization's card program.*

JPMorgan Chase's goal is to maximize the value of your Commercial Card *Classic* solution. With that mind, we employ a proactive approach that relies on our vast experience across multiple industries and a clear understanding of your business, information flows and payment process.

These established best practices exemplify the knowledge that allows us to tailor Commercial Card *Classic* features to your distinct needs and business objectives. With these guidelines, you'll set a foundation for program success throughout your organization. These strategies not only help align your program with business objectives, but also provide the framework to anticipate future requirements.

### Obtain strong management support

- Identify and communicate the cost reductions and process efficiencies associated with Commercial Card *Classic*. This will be a factor key in retaining management support.
- Ensure that each of your locations has a strong commercial card champion.
- The product champion and administrator must be prepared to continuously sell Commercial Card *Classic* internally to overcome objections.
- Periodically schedule time during staff meetings to call attention to Commercial Card *Classic*.
- Host round table discussions with managers to discuss commercial card practices.
- Hold one-on-one meetings with managers that are not supporting your efforts.
- Do not assume that everyone internally understands why commercial cards are important to the organization. You must tell them.
- Understand internal concerns about commercial cards so that you can effectively overcome objections.
- Market the cards as an important competitive tool that helps save time and money compared to other organizations.

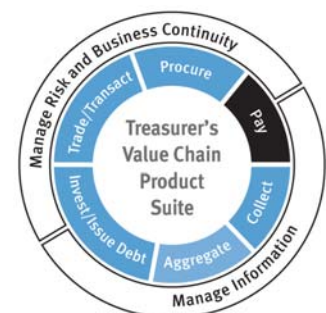
- Ensure that the correct functional areas are represented on your Commercial Card *Classic* team to maximize support across the organization.
- Each administrator needs to ensure that he or she is fully educated on the features of the Commercial Card *Classic* program. There may already be simple solutions in place to meet your needs.

### Establish processes and monitor usage

- Empower users as much as possible to buy what they need with their commercial cards. These low-dollar/value purchases should not be micro-managed.
- Conduct spot audits on cardholder reconciliation and other parts of your commercial card process to ensure that internal requirements are being followed.
- Use JPMorgan Chase reports to identify exceptions or track unusual activity.
- Establish formal policies and processes pertaining to the use of commercial cards.
- Mandate usage by instituting a "gatekeeper" process where purchase orders or invoices are not processed when a commercial card can be used for the transaction.
- Provide preferred supplier lists to cardholders to maximize negotiated discounts with suppliers.
- Instruct your suppliers to include a code on the mailing label (i.e., John Smith - CC) to assist your receiving unit in distribution of purchases.

*(continued)*

**Contact us to learn more, or visit us at [jpmorgan.com/commercialcardclassic](http://jpmorgan.com/commercialcardclassic).**



Clients should carefully consider which if any, best practices can be implemented and advantageous to their organization. These recommendations do not constitute any legal, accounting or business advice.

## Set goals and measure success

- Measure Commercial Card *Classic* success by calculating the number of purchase orders, invoices and checks eliminated from the traditional process. Also, set goals for total dollars and average transaction size.
- Encourage healthy, internal competition across units in your organization. For example, offer incentives for lead users based on cost savings to your organization.
- Communicate goals and successes widely.
- Ensure that goals are aggressive. Transfer a critical mass of transactions to Commercial Card *Classic* to gain real efficiencies.

## Educate and communicate

- Communicate the Commercial Card *Classic* “message” to your audience repeatedly.
- Clearly communicate benefits of commercial card use to the users. Do not assume these are obvious.
- Use JPMorgan Chase reports or create your own tracking documents to communicate the successes of the Commercial Card *Classic* program.
- Conduct cardholder and manager surveys to identify opportunities for improving commercial card processes. Be sure to follow up on survey results.
- Word of mouth is an important tool for marketing commercial cards.
- Include articles and provide usage updates on the Commercial Card *Classic* program in your organization’s newsletters or intranet site.
- Hold a “birthday party” on the anniversary of your program’s inception.

## Educate and enroll suppliers

- Educate suppliers on the benefits of accepting commercial cards. Do not assume these are understood.
- Create a preferred supplier list that identifies suppliers that accept cards and those with whom your organization has negotiated pricing.
- Use JPMorgan Chase reports to identify total spend with any given supplier when renegotiating contract pricing.
- Establish a process for identifying and soliciting suppliers that do not accept MasterCard®.
- Talk to us about JPMorgan Chase’s merchant acquiring services for your suppliers that do not already accept MasterCard.

## Dedicated program support

As one of the first and largest issuers of commercial card programs, our experienced team offers superior support at all levels of your organization. We provide dedicated assistance for implementation and daily program administration that helps ensure the success of each program with these support resources:

- **Implementation support** – We designate an implementation specialist to work with your program administrator throughout program launch. You can expect your administrator to receive guidance in card best practices and helpful resources that allow you to leverage our industry experience such as a sample purchasing policy manual and cardholder agreements.
- **Technical support** – Extensive training and program setup assistance are provided for your program administrator. Ongoing support for system functionality and data integration questions is also available through our knowledgeable help desk.
- **Cardholder support** – You and your employees receive 24-hour-a-day, toll-free assistance for account-related questions such as balance inquiries and duplicate statement requests.
- **Ongoing education** – Our regular Web-based seminars offer a convenient forum for additional program management training and discussion of industry issues.

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