

# What Companies Think About Prepaid Programs

Canadian companies are demanding new payments products and technologies which prepaid cards are positioned to satisfy.

Canadian companies are turning to prepaid card solutions.

**87%**

of small business owners think it is important that the payments industry continues to evolve.

**\$3.8B CAD**

loaded onto open-loop cards in 2017.

**54%**

of businesses believe they are spending too much time on payment processing activities.

**>60%**

would be willing to move away from cash and cheques, if they had other options.

**72%**

average increase in prepaid reloadable card usage per year (since 2015).

Canadian companies' satisfaction with prepaid programs is high.

**70%**

of respondents were satisfied or very satisfied with the ease of program management.

“ My prepaid program allows me to monitor and control employee incentives with significant detail. ”

**90%**

of respondents were satisfied or very satisfied with their prepaid program.

What are key drivers of prepaid use for Canadian companies?



SPENDING CONTROL



OVERSIGHT



TRANSPARENCY

What prepaid innovations are Canadian companies looking for?



**End-User Experience**

An intuitive companion app  
Mobile wallets (virtual card)  
Online spending



**Corporate Experience**

Portal enhancements (UI/UX, usability, reduced downtime)  
Spending limit parameters (purchase type, geography, SKU, etc.)



**Network Program Value**

Unlocking value from transaction data (e.g. targeted marketing efforts, program improvement)

The market opportunity for prepaid in Canada is strong.

**90%** of respondents said that detailed knowledge of potential cost savings would increase their firm's interest in prepaid cards.

**60%**

of respondents would be likely to consider prepaid for rewards and incentives.

**40%**

of respondents said they would be likely to consider prepaid for employee expenses.

“ Prepaid could be a simpler way of paying our staff per diems. ”