



Enhancing Your American Express® Experience

Use this guide to help find all the information you need about new and ongoing servicing with American Express.

HOW TO GET STARTED:

- 1** Consult your brand or management company for any relevant setup information.
- 2** Sign your franchise agreement. If you don't have one yet, contact your brand headquarters.
- 3** Call 866-377-0206 to request New Merchant Setup.

CHECK TO MAKE SURE YOU HAVE THIS INFO READY BEFORE YOU CALL:

- Headquarters, brand, and management company names and Merchant ID numbers (CAP numbers)
- Billing, mailing, and location/physical addresses
- Owner's information (individual owner name, address, date of birth or social security number)
- Legal and DBA names
- Authorized signer's name and title
- ABA and DDA account numbers
- Federal Tax ID number
- Phone number and fax info

IF YOU HAVE ANY QUESTIONS:

Our Customer Service Team is committed to finding solutions for your business.

World Service Number: 866-377-0206

vPayment Servicing Number: 800-279-6069

For more information visit americanexpress.com/us/merchant

ONCE YOU'VE SIGNED UP, HERE'S HOW ACCEPTING AMERICAN EXPRESS COULD START TO BENEFIT YOUR BUSINESS:



GREATER SPEND

Card Members report they **spent an average of \$4,429** at businesses in the prior 6 months relative to an average of \$2,872 reported by US Non-Card Members.¹



FEWER DISPUTES

Thanks to your feedback, we've improved our disputes policies and processes to help reduce Chargebacks and protect your business. Following these updates, merchants received **54% fewer non-fraud disputes in 2018** than in 2016.²



BETTER SECURITY

As both a card-issuing bank and direct Merchant acquirer, our business model helps us provide industry-leading fraud solutions.

¹American Express commissioned internet panel survey conducted in August 2018 based on online purchases made in the 6 months prior to the survey. Definition of American Express® Card Members: Respondents who reported that they have an American Express Card and that they used that card to make online purchases in the prior 6 months. Definition of Non-Card Members: Respondents who reported that they do not have any type of American Express Card and that they used Visa, MasterCard, debit cards, or payment services to make online purchases in the prior 6 months.

²Based on a comparison of the ratios of non-fraud disputes that require merchant involvement to total transactions, in 2016 and 2018.