Visa Direct Program Implementation Questionnaire

Thank you for your interest in launching a Visa Direct program. This questionnaire covers business and operational functions required to implement a successful Visa Direct program. A program is a product or service offering money transfer and/or funds disbursements capabilities using Visa Direct transactions. This questionnaire has two main purposes:

1. To provide you information to best understand the full breadth of capabilities that are needed for a comprehensive Visa Direct program.
2. To gather information that may help Visa direct you on next steps in building out a push payment service offering.

Please submit the completed questionnaire by:

Region or Country of Origination	Questionnaire Submission Options
United States	• Clicking the "SUBMIT" button at the end of this questionnaire or • Emailing to VisaDirectSupport@visa.com
Canada	• Emailing to CanadaVisaDirect@visa.com
Europe	• Emailing to EUVisaDirect@visa.com
LAC	• Emailing to LACVisaDirect@visa.com
Asia-Pacific	• Emailing to APVisaDirect@visa.com
CEMEA	• Emailing to CEMEAVisaDirect@visa.com

If you are using Google Chrome, please download the form before completing it. Please complete ALL sections.

Business Case

Enter the name of your business entity, location, and contact information (email and phone) (required):

Name:	
Street Address:	
City:	State/Province:
Country:	Postal Code:
Email:	
Phone:	

Please provide a brief description of your business (include URL of your company's website): (required)

Visa Direct Type of Service: (check all that apply) (required):

Domestic Person-to-Person Money Transfer	☐	Domestic Funds Disbursements	☐
Cross-Border Person-to-Person Money Transfer	☐	Cross-Border Funds Disbursements	☐
Others ☐			

Please provide a brief description of your type of service for each type of service selected. If Person-to-Person Money Transfer is selected, please provide source of funds details (required):

Describe service, if applicable:
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Describe service, if applicable:
Describe service, if applicable:

What is the size of your existing customer base targeted for Visa Direct services? (required)

Does your target customer base have debit/prepaid/credit card accounts? (check all that apply) (required)

Prepaid ☐		Deferred Debit (Europe Region) ☐	
Debit ☐		Credit ☐	
Not applicable ☐			

Enter the projected monthly transaction count and dollar volume targeted for Visa Direct transactions: (required)

Monthly transaction count		Monthly transaction amount	

Business Readiness

Target launch date – when is the program expected to launch? (required)

How are you planning to connect to Visa for push-to-card transaction processing? (required)

Traditional Acquirer Processor (if selected, please provide name)	☐	Name:
Third Party Provider/Processor	☐	Name:
Visa Direct APIs	☐	I don't know yet ☐

Are you an approved VisaNet Acquirer processor? (required)

⬤ Yes	⬤ No

A Visa licensed Acquirer is required for all Visa Direct programs. Do you have a committed Acquirer to sponsor this program? If yes, please provide name: (required)

⬤ Yes	⬤ No
Name:	

Will you be sending transactions for your own business, or on behalf of other clients/merchants? (required)

Own Business: ☐	Behalf of Other Clients: ☐

If you plan to send transactions on behalf of other clients, do you have a pilot client in mind? Please explain:

Do you have an existing Visa relationship? (required)

⬤ Yes	⬤ No

If yes, who is your Visa contact? (required)

Are you PCI DSS compliant? (required)

⬤ Yes	⬤ No

Please work with your Acquirer or third party service provider to answer the following questions.

Can you, your Acquirer, or your service provider: (required)

	You	Acquirer	Service Provider	I don't know yet
Provide customer service (including a complaints management system):	☐	☐	☐	☐
Receive Visa reports (such as settlement & data reports) through direct Visa connection or any other way:	☐	☐	☐	☐
Complete reconciliation processes using Visa settlement reports:	☐	☐	☐	☐
Process and manage exceptions such as chargebacks, reversals, adjustments etc.:	☐	☐	☐	☐
Monitor fraud, with the ability to stop all transactions if suspicious behavior is detected:	☐	☐	☐	☐
Provide controls to prevent money laundering:	☐	☐	☐	☐
Complete OFAC/SDN screening of senders and recipients in accordance with local AML/ATF laws and regulations:	☐	☐	☐	☐
If you are sending transaction on behalf of other clients/merchants:				
Produce detailed merchant level reports:	☐	☐	☐	☐
Collect funds from merchants and support billing:	☐	☐	☐	☐
Establish and handle transaction controls per merchant:	☐	☐	☐	☐

I certify that the information provided above is true and accurate to the best of my knowledge.

◉ Yes	◯ No

Submit Form