

SMB Solutions to be rebranded under Clover

All of First Data's SMB solutions are moving from individual product names to product names under one brand – Clover. On April 15th, 2016, First Data has launched the Clover brand to now represent all First Data solutions, not just hardware.

This change includes solutions you currently know such as Payeezy, Insightics, Perka, TeleCheck, and others becoming Clover Gateway, Clover Insights, Clover Rewards, and Clover Check Acceptance.



See where we're going here?

Customer-Facing Brands – While merchant-facing brands are now falling under the Clover brand, many client partner -facing brands such as Gyft, Perka, and TeleCheck will not be changing names – so there will be no change/transition for partners who interface with these solutions.

Merchant Notification – Clover merchants have been notified this week.

New Marketing Experience – Along with a revamped website, Clover.com, you can expect a more relatable tone to Clover's marketing communications and marketing collateral, recognizing that it isn't easy to be a small business owner or manager. Merchant-facing messaging that our partners will be able to leverage in their sales and marketing campaigns will bolster Clover's new brand promise: *One less job to worry about with Clover in your corner.*

Backend Systems and Processes – While products will change names on April 15, please be aware that this is simply the first step in a rebranding transition. The transition for all backend systems and processes (Boarding, Billing, agreements, etc.) won't happen overnight and products will likely reflect their past names in various areas beyond the April 15 date.

Please refer to the attached FAQs for additional details.

We understand that you'll have questions, please call a Regional Business Director for more information on the newly rebranded Clover.

Thank you for your continued business

Partner Solutions Team

Frequently Asked Questions Relating to the Clover Rebrand

Q: Will Clover branding apply to merchants that don't have Clover devices?

A: Yes. "Clover" is now the brand that encompasses ALL of First Data's SMB solutions. Clover no longer refers exclusively to the white POS hardware that sits on a merchant's counter

Q: Are we renaming First Data Terminal hardware – like FD130, etc.?

A: No. First Data terminals will not change names.

Q: How will your merchants know about the name changes?

A: Existing merchants have started to receive email notifications the week of April 11 introducing the Clover rebrand. On April 15 – as your merchants log in to sites such as Insightics, Perka, Clover – they will see signals of the brand transition.

Q: Isn't this a simple name change of some products?

A: Yes and No. In order to deliver simpler, streamlined solutions to your merchants, we need to look and behave more like one integrated solution. Name changes are the first step to that. We're also unifying the experience – so that a merchant does not need to log into several different websites and have different usernames/passwords (many of our merchants have indicated that this is a pain point). As a phased effort, each of the Clover solutions will all be under a Clover.com login. Only one username and password to remember!

Q: What happens to the First Data/small business product pages?

A: These pages are being re-cast into the Clover brand; when a user lands on one of these pages they will be redirected to the appropriate Clover.com page

Q: Will the change all happen at once?

A: Unfortunately it's challenging to change everything overnight. In fact, websites like Insightics will say "Insightics is becoming Clover Insights" from the period of April through October this year. While we want your prospective merchants to use First Data's new names, it will be a few months before invoices and all system emails switch over to new names. There will be a period of transition and we will work with you to make that as short as possible.

Q: Will customer support teams use the new names?

A: Yes, all Support Agents and CSAs are being trained on the new names and will start using them soon (depending upon the timeline of that distribution system they support). The IVR is also being updated to reflect new names.

Q: Are pricing and product tiers changing?

A: There are no pricing changes as part of the Clover rebrand. That being said, some solutions such as Gift Cards (formerly Gyft Business) have modified their pricing recently – this action coincides with the rebrand. Please contact a Regional Business Director to discuss the details.

Q: Is the Clover home page changing?

A: Yes, in a big way! Clover.com is getting a whole new look to be unveiled on Friday, April 15.

Q: When should I start using new product names?

A: No time like the present! Just keep in mind that many of your merchants may not be aware of the new names or forget – so we'll have to gently remind everyone along the way of new naming conventions.

Q: Are email addresses changing too?

A: Emails that go out to your merchants will all come from a Clover email – such as team@insights.clover.com or support@cashadvance.clover.com – but will go through the process and treatment as it did before. This is a cosmetic change for consistency.

Q: Is any of the functionality changing within the products?

A: Not necessarily – but our solutions will continue to improve and evolve to better serve your merchants (independent of the re-brand).