BCD travel

PRINCIPLES OF PAYMENT

Virtual Cards:
ACCEPTANCE TOOLS & TIPS

There are some key steps that you can take to improve the acceptance of virtual cards in your travel program.

Communicate, communicate, communicate!

One of the keys to success when adopting virtual cards into your travel program is notifying your travelers and suppliers.

Use your normal traveler communication channels to inform travelers about the change. This is also a great way to help them understand how virtual cards work, how to access the virtual card option when booking travel, and what they can do to be best prepared during travel when using a virtual card.

One of the most important steps to ensuring a seamless experience for your travelers is to give your suppliers ample advance knowledge of your move to virtual cards. By providing your hotel suppliers with a resource that outlines the steps they should take in preparation for this change, you can ensure that they will be ready to support your travel program goals.

Integrate virtual cards in your booking tools

Whenever possible, make virtual cards an option for travel bookings. Your online booking tools, or OBTs, are a great way to introduce virtual cards to your program and ensure they are used for the types of bookings that you have determined will be the best for your program. Virtual cards can also be used for offline bookings, so be sure to work with your travel management company to integrate virtual cards into every booking tool that is available in your program.

VIRTUAL CARDS: ACCEPTANCE TOOLS & TIPS *cont'd*

Develop an acceptance plan

Ultimately, virtual card acceptance is determined by the supplier, and not all suppliers accept virtual cards. While this isn't a limitation of your virtual card program, it is important to create a backup payment plan for suppliers that do not accept virtual cards. **Your plan will be very specific to your organization, but here are some basic ideas to begin with:**

📞 Should the traveler be responsible for calling the hotel to ensure the virtual card will be accepted prior to check in?

📋 What other payment options will be available to the traveler and what protocol should the traveler follow to troubleshoot the issue?

💳 If acceptance will not be confirmed prior to arrival and the traveler is informed the virtual card is not accepted during check-in, then will the traveler also have a physical corporate card or personal card they could use?

🚗 If the hotel does not accept virtual cards, then should the traveler move to a different hotel?

Understand what travelers and markets are a priority for your virtual card program

To determine whether virtual cards cover those travel expenses that bring the most value to your program, you need to know who and where your program priorities are. Very often, candidate or non-employee travel expenses represent one of the traveler types that cost the most in traditional payment and expense methodologies and can bring the most significant efficiency gains. Additionally, understanding what markets your target virtual card users will be traveling to allows you to determine if those markets already have high virtual card acceptance rates or if you should have a mix of payment solutions for different markets.

Want more information about virtual cards? Contact your program manager or visit **bcdtravel.com/VPA**.