

# NEW AT HOME VISA DIGITAL CONCIERGE PROGRAMS TO STREAMLINE NEW CONSUMERS' NEEDS

We are adjusting to the “new normal” as a new way we interact, buy, work, learn, and entertain ourselves. As a response, to better serve our **Visa Platinum**, **Visa Signature** and **Visa Infinite** cardholders, Visa is adapting and repurposing the Visa Digital Concierge<sup>1</sup> services with new programs, bringing these services and providing exclusive experiences delivered to the homes.



**Visa Digital Concierge** will virtually deliver curated experiences related to dining, entertainment, wellness and special events. **Visa Infinite, Visa Signature** and **Visa Platinum** cardholders need to register at [www.visa.com/digitalconciERGE](http://www.visa.com/digitalconciERGE) to receive all the curated content Visa Digital Concierge is delivering.

## NEW AT HOME VISA DIGITAL CONCIERGE EXPERIENCES

### DINING<sup>2</sup>



Access to gourmet experiences without leaving home

#### Recipes

Curated content with a selection of recipes easy to prepare

#### Culinary videos

Videos delivered by chefs will be available in the Visa Digital Concierge platform

#### Gourmet food to your door

A selection of local restaurants that deliver food to your home<sup>3</sup>

#### Fresh market

Fresh cooking ingredients delivered to your door by ordering online<sup>3</sup>

#### Curated guides

Cooking at home recommendations & family recipes

### WELLNESS<sup>2</sup>



Ease the lockdown while taking care of yourself physically and mentally

#### At home fitness

Tailored recommendations of heart racing classes and all-time favorite fitness coaches

#### Keeping your family entertained at home

Bespoke guide to help families on how to best use their time at home especially with children

#### Educational guidance

Online webinars tailored to lead you through education insights

- **Getting into your dream school.** Insights from Stanford former Dean
- **How middle school students** can get a head start, even from home

### ENTERTAINMENT<sup>2</sup>



Fun and entertainment without leaving home and for all the family

#### Virtual events, digital classes<sup>4</sup>

- Mixology
- Dancing
- Flower arrangement
- Others in progress

#### Virtual entertainment

- Curated content with best binge-worthy shows for all ages
- Explore the world from home guide

### SPECIAL EVENTS<sup>2</sup>



Local experiences to create memorable moments

#### Global gifts delivered locally

Gifts to be delivered at your door for special occasions to make loved ones feel special despite being apart

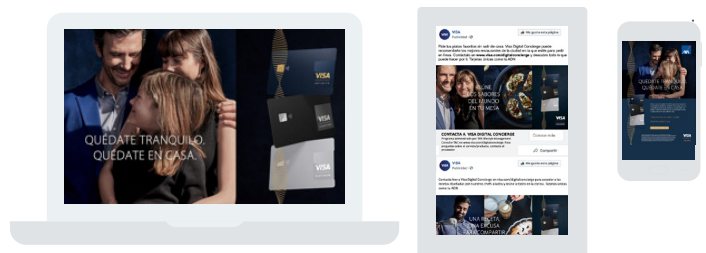
#### Crosspollination with local Visa Marketing campaigns

Leverage local marketing campaigns to strengthen value proposition

## HOW TO ACTIVATE

We have developed curated materials so you can communicate the Visa Digital Concierge programs effectively to cardholders.

- COVID-19 Affluent benefits toolkit
- Visa Digital Concierge videos & infographic
- COVID-19 Help line training video



[Click here](#) to download the Affluent benefits toolkit.

Visa Digital Concierge is available, 24/7, 365 days. Cardholders may chat in English, Spanish and Portuguese with a Visa lifestyle manager by logging in [www.visa.com/digitalconciERGE](http://www.visa.com/digitalconciERGE)

# NEW VISA COVID-19 HELP LINE

Amidst the global pandemic and to better serve our clients, Visa has launched the new COVID-19 Help line to triage customers using pandemic protocols.<sup>5</sup> **Visa Infinite, Visa Signature** and **Visa Platinum** cardholders will be able to have their Coronavirus questions answered, through specialized health professionals.

COVID-19 Help line can address questions related to the outbreak like symptoms, exposure risk factors, how the virus spreads, how people can protect themselves from getting sick, travel advice, information about testing, or to validate facts on the virus including incubation, expected course, complications, death rate, vaccine or treatment.



## SUPPORTING OUR CLIENTS WITH THEIR PANDEMIC NEEDS

Cardholders will be able to set up their own appointment to speak for 30 minutes with a health professional using the Visa Benefits Portal  
[www.visa.com/benefitsportal](http://www.visa.com/benefitsportal)

Health professional will call the cardholder back on the set date and time and will be able to answer any questions related to COVID-19<sup>6</sup>

Service can be provided either when the cardholder is in his home country or while traveling

COVID-19 Help line will be available through Visa Benefits Portal, 24/7, 365 days, in English, and Spanish. Visit [www.visa.com/benefitsportal](http://www.visa.com/benefitsportal)

## VISA IS HERE TO HELP YOU

Contact your Visa account executive and learn more about the Visa Platinum, Visa Signature and Visa Infinite cardholder benefits. We can help you by:



Understanding new and emerging consumer habits



Enhancing your go to market with our Marketing and Product services and toolkits



Identifying opportunities to maximize your portfolios



Boosting customer loyalty and product positioning

**VISA** everywhere you want to be

### Sources:

1. Visa Concierge is managed by TEN Lifestyle Management.
2. The services are available across Latin America & Caribbean.
3. The dining service is available across Latin America & Caribbean. In Brazil, Argentina, Colombia, Mexico & Chile it is offered through local delivery services identified by Visa Digital Concierge.
4. The digital classes are work in progress.
5. COVID-19 help line is a service provided by AXA Assistance.
6. COVID-19 help line is not available in Brazil and Venezuela due to local regulations. COVID-19 help line does not provide diagnosis and medical reimbursements do not apply.

**About Visa.** Visa Inc. (NYSE:V) is the world's leader in digital payments. Our mission is to connect the world through the most innovative, reliable and secure payment network - enabling individuals, businesses and economies to thrive. Our advanced global processing network, VisaNet, provides secure and reliable payments around the world, and is capable of handling more than 65,000 transaction messages a second. The company's relentless focus on innovation is a catalyst for the rapid growth of digital commerce on any device, for everyone, everywhere. As the world moves from analog to digital, Visa is applying our brand, products, people, network and scale to reshape the future of commerce.

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