

# Maximize Electric Vehicle Charging Payments

## The Power of Using MCC 5552



### MCC

#### Benefits of Using the Right MCC

- Ecosystem gains ability to trend growth and accurate reporting.
- Issuance loyalty programs incentivizing use of sustainable mobility.
- Improves use of prepaid benefit programs that may have restrictions.

## The Importance of Using the Right MCC for EV Charging Payments

### Accuracy of merchant data

The right MCC ensures that merchant data is accurate, which can help businesses to track their sales and marketing performance more effectively.

### Enables businesses to offer targeted rewards and incentives

Using the right MCC can help businesses to ensure their customers earn rewards they are entitled for making sustainable choices.

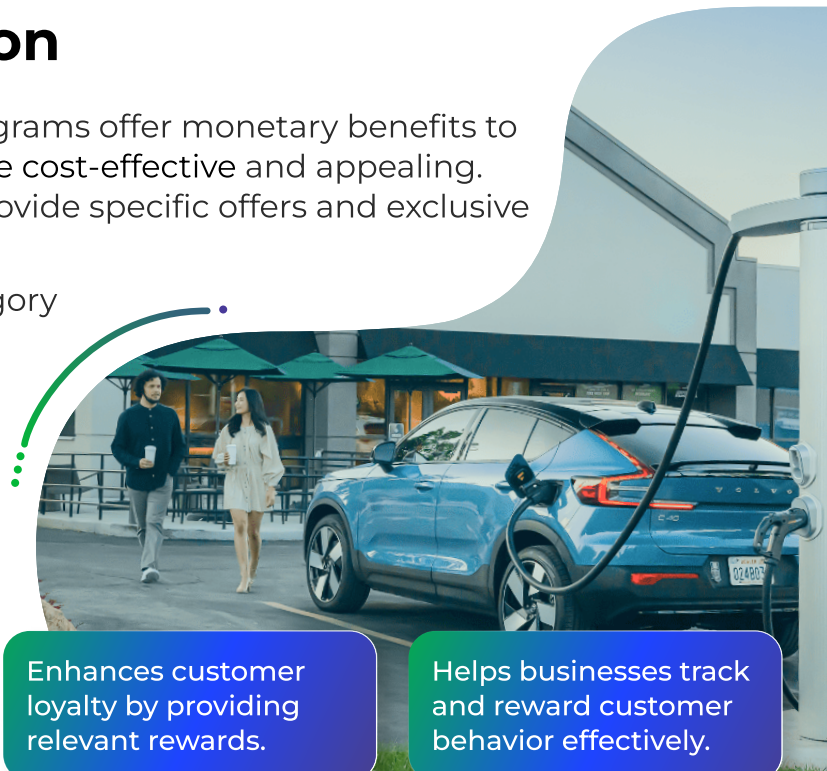
### Helps fraud prevention

The right MCC can help to prevent fraud by making it more difficult for criminals to use stolen credit cards to make fraudulent EV charging payments.

## Incentivizing EV Adoption

Innovative card rewards and cash-back programs offer monetary benefits to EV users, making the switch to electric more cost-effective and appealing. There are a variety of card programs that provide specific offers and exclusive rates tailored for EV drivers and fleets.

By utilizing the appropriate Merchant Category Code (MCC), you can ensure your customer segment is optimally positioned to reap the advantages from these existing programs.



Allows for targeted rewards and incentives for EV charging.

Enhances customer loyalty by providing relevant rewards.

Helps businesses track and reward customer behavior effectively.