WORLDLINE

Quick guide:
Reach peak payments conversion to increase revenue

An excitable toddler interrupts your conference call.
Your partner walks into the middle of your home workout.

While accessing virtual services at home has its benefits, the complications it brings are all too familiar. These challenges are the reason why digital service companies prioritize the user experience in their products. But they also want to deliver, expand and monetize their services globally with a convenient payment experience. This quick guide is a one-stop guide for companies with this ambition.

The growth challenges digital goods and services companies face depend on their biggest objective....

1

Offering the right range of payment methods

Key payments challenge: Make purchasing easy for customers.

- Preferred payment methods vary between – and within – markets based on local habits, age and other demographic factors.
- For example, while 81 percent of smartphone users in China have adopted mobile payments, this figure is 29 percent in the US and only 12.5 percent in Germany.

2

Winning over new customers

Key payments challenge: Convert new customers by offering the right payment models.

- New services may require different payment options – companies shouldn't assume an existing set-up will help maximize conversion rates.
- For example, a subscription-based company may consider a pay-per-use model for a new service they're offering.

3

Getting more insightful payments performance analysis

Key payments challenge: Adapting to changing patterns in different markets.

- Keeping an eye on customer data is essential to ensure companies have the right payment models in place. Optimizing the payment process will also ensure drop-off rates are minimized at every point in the customer journey.
- Digital companies should work with a payments provider who can give tailored guidance based on what their customers are buying.

Digital service companies should also keep in mind that:

Every payment is at risk from fraud
More than ever, digital goods and services companies have to confront the reality that all their customers face a similar fraud risk. From one-off payments to subscription models, and hybrids that sit in-between, the fraud risks and prevention strategies required will be different.

Regulatory demands will vary in different markets
For example, while the Payment Card Industry Data Security Standard (PCI DSS) is a worldwide standard on the protection of cardholder data, the Payment Services Directive (PSD2) primarily covers the European Union.

Turn browsers into buyers with Worldline

Digital companies that work with Worldline have access to a range of tools which can help them tailor and optimize their payments offering, providing customers in both existing and new markets with a better customer experience.

The key benefits of partnering with Worldline include:

Personalized service and hands-on expertise
At Worldline, we don't offer one-size-fits-all solutions. Every customer gets expertise that is tailored to their business and its challenges. Performance analysts will assess your transactions to ensure they're being tagged and processed in the most effective way. This helps to avoid disruptions to the customer experience that occur when transactions are marked incorrectly, for example. From our work with clients, we have seen that this kind of tailored support can boost conversion rates by 3-4 percent.

Fully integrated secure payments
We offer a fully integrated secure payments solution as part of our recurring product suite. This ensures companies don't have to store card information, and if we know a company is using tokens, we can also take over the flagging of transactions. This includes popular token-based payment methods such as Apple Pay.

Compliance with regulatory requirements
Our Strong Customer Authentication (SCA) Accelerator Suite is designed to help online businesses remain compliant, innovate and better control data.

Connect once, deliver anywhere
When companies connect with Worldline, all required back-end connections into acquiring banks and alternative payment methods are taken care of. Through agreements with local partners we also offer unique routes into high-growth markets like Russia and China.

Fight fraud
Worldline has a wealth of historical data and best practices to help companies tackle fraud challenges. To learn more about the biggest fraud risks for digital companies, you can read this blog.

From Monday morning yoga to Friday night movies, the beauty of digital services is that every user has the same experience wherever they live.
Online services can grow quickly. As a result, the dream of converting more payments than ever before is within reach for digital service companies. With the right payments partner, companies can both reach, and generate revenue from, more customers around the world.

Get in touch to find out more