




# TIPS TO MAXIMIZE REVENUES DURING PEAK SEASON

You might think you have a few months before you need to deal with anything related to hot sales, Cyber Monday or even Christmas. But in fact, there is plenty of work that you can and should do right now to **maximize revenues, protect your brand reputation and enhance your customer experience.**

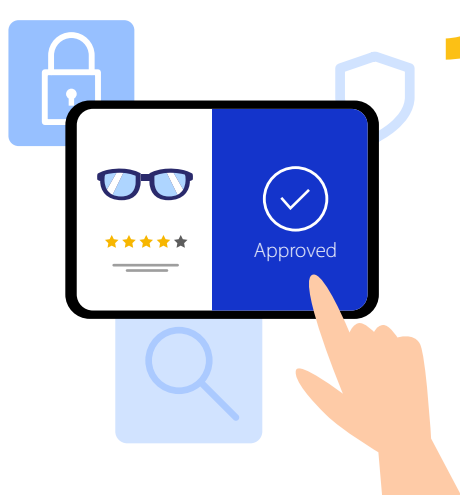
## 3 Root causes that make clients stop using their credentials

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**Decline of legitimate transactions**  
 They represent a huge impact for merchants and issuers that, due to this, lose 43% of customers for good. 33% of U.S. shoppers say they won't come back after a false decline.<sup>1</sup>
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**Fraudulent transactions**  
 15% of consumers who experience fraud switch payment forms and/or spend less online<sup>2</sup>
- 
**Poor management of disputes**  
 This could drive friction between the consumer and the issuer or merchant, triggering a change in the payment method or not buying there again, driving long-term economic effects.



## Foundational practices for secure and convenient online shopping experiences

### ACCEPT MORE LEGITIMATE TRANSACTIONS

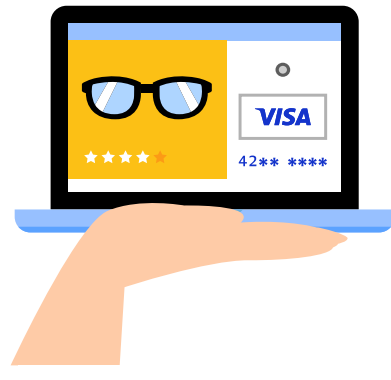


## 1 Increase authorization levels of legitimate transactions

**Issuers:** This can help you improve customer satisfaction, payment volume and the number of transactions. Adopt and regularly optimize real-time authorization rules to maximize valid transactions and minimize fraudulent transactions.

**Acquirers:** Help merchants protect and grow their revenues by implementing a multi-layered fraud management solution that can block cybercriminals from exploiting any weaknesses in the payment systems.

### MINIMIZE FRAUDULENT TRANSACTIONS



## 2 Avoid blocking credentials

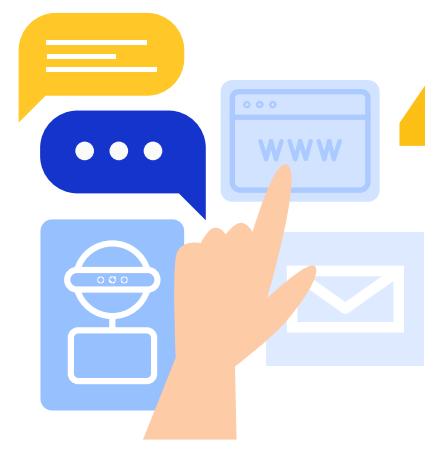
Customers whose credentials end up being blocked and cannot be used for eCommerce and cross-border, will actively seek for other payment options. Do not block credentials and adopt token services to safeguard your customers' data on all connected devices.



## 3 Offer purchasing alerts

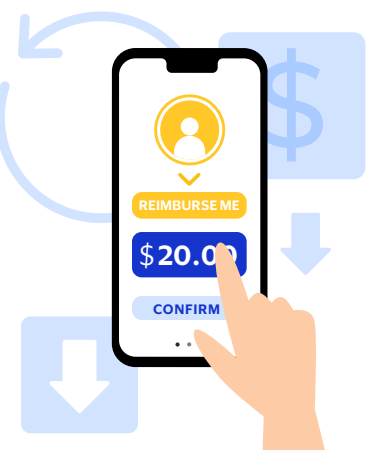
Actively enroll consumers in your purchase alert service to grow their confidence and empower them to quickly identify unrecognized transactions. Provide near real-time payment notifications via text message, mobile notifications so consumers can promptly reference the specific purchase items and services.

### ENHANCE DISPUTES MANAGEMENT



## 4 Provide seamless and self-service customer experience

Many of your clients will need help resolving issues and they want a fast, stress-free resolution. Provide easy dispute resolution services like chats, dispute resolution links, or have someone available to help solve issues. Remember that consumers that feel confident in simple, clear, and easy return or exchange policies, typically buy more products and services.



## 5 Manage chargebacks efficiently

Empower your customer service by providing the tools and resources to quickly issue refunds, provide credit or perhaps, put the purchase amount on hold until resolution. Be fast in resolving disputes, so cards are not inactive for more than 3 days. When disputes are not well managed, clients tend to switch payment credentials which can jeopardize the services under card-on-file like subscription services.

## Visa tools to better manage customer experience



### Visa Purchase Alerts

A free-to-cardholder service that provides transaction alerts for eligible Visa cards. This helps issuers meet the requirement to provide cardholders with an option to enroll in a transaction alert service.



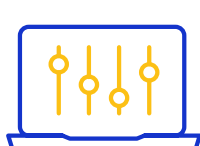
### Visa Secure (EMV 3DS)

Issuers should adopt Risk-Based Authentication (RBA) as a key mean to optimize payment acceptance by combining robust risk scoring solutions and EMV 3D Secure to authenticate and protect eCommerce and mobile transactions.



### Tokenization

Tokens replace primary account numbers with a uniquely assigned value that helps restrict usage to a particular transaction environment, device or another domain, including the feature of account updater.



### Risk engine for issuers: Visa Risk Manager (VRM)

A web-based suite of tools that provides issuers control and flexibility to manage their risk strategies and risk tolerance.



### Risk engine for merchants & acquirers: Cybersource Decision Manager

Automates and streamlines fraud screening—helping merchants achieve the right balance between maximizing sales, reducing fraud losses, and controlling operational costs.



### Visa Advanced Authorization (VAA)

A powerful tools that provides issuers with a sophisticated insight with risk scoring, for more targeted and better-informed authorization decisions.

## Visa is here to help you

Contact your Visa account executive and learn how we can help you optimize your fraud management strategy, drive more revenues, while keeping your customers happy.



#### Sources:

- apio's March 2020 survey. <https://www.digitalcommerce360.com/2020/07/16/33-of-us-consumers-drop-retailers-after-a-false-decline-heres-how-to-prevent-those-losses/>
- Javelin Identity Fraud Report, 2020.

#### About Visa.

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