

CyberSource®

THE TOP FOUR PAYMENT CHALLENGES OF OPERATING GLOBALLY

VISA

GLOBAL COMMERCE BRINGS CHALLENGES AND OPPORTUNITIES

Operating in multiple countries brings exciting new opportunities, along with potentially threatening new challenges. Given the rapid pace of change in the digital economy, navigating these challenges takes a high degree of operational agility. According to Steve Chase, Management Consulting leader at KPMG U.S., "Firms that focus on the customer experience while bringing automation, speed, and agility to the back office will be well-positioned to respond to market dynamics." A crucial part of the customer experience, payment agility plays a strategic role when responding to the rapidity of change. Below, we break down the most urgent concerns facing business executives as they compete in global markets, and how those concerns impact payment operations.



CHALLENGE #1 BUILDING CUSTOMER LOYALTY

In a KPMG survey of 400 CEOs from U.S. companies in multiple sectors, more than half of business leaders reported concerns that they're not keeping pace with customer expectations, with 90 percent making customer loyalty a strategic priority.¹ According to Steven A. Kandarian, CEO at MetLife, "Being customer-centric means spending more time thinking about what customers want and also about what needs they have, even if those needs aren't immediately apparent."¹

When it comes to operating across borders, the key to customer loyalty is seamless payment capabilities that enable consumers to pay using local, preferred payment types across channels and devices. Merchants need a flexible way to provide that ease, while also offering reliable security for customer data.

HOW CYBERSOURCE CAN HELP: Through one unified platform and seamless API integration, CyberSource enables merchants to add more relevant payment choices while remaining in control of the user experience. This gives customers the speed and ease they want, all without sacrificing security.



CHALLENGE #2 MAINTAINING CYBERSECURITY

Expanding into new countries means facing new security risks and a growing need for flexible, adaptable security tools that enable protection across multiple channels. CEOs named cybersecurity as their top risk heading into 2017-19, with more than 70 percent citing they didn't feel prepared for a cyber event.¹ Effective cross-border fraud management requires specialized data and expertise from each region.

Compliance with local regulations in different countries often means spending valuable time managing complex software, ensuring accurate tax calculation, managing exports and keeping customer account information current.

HOW CYBERSOURCE CAN HELP: Payment solutions such as tokenization and the CyberSource fraud management platform help merchants enter new markets or regions with confidence. CyberSource can help merchants establish targeted strategies for each market.



CHALLENGE #3

COMPLYING WITH REGULATIONS

A close second to cybersecurity, business leaders named regulatory risk as a top concern and fear that regulations will inhibit their growth.¹ As the global market evolves to adapt to new technologies and market participants, a shifting risk landscape has left CEOs feeling like they have limited control.¹ For companies selling goods across national borders, non-compliance with the U.S. government's export rules can result in fines, limits on export privileges, reputation damage and even jail time. These risks necessitate an efficient way to ensure compliance.

HOW CYBERSOURCE CAN HELP: CyberSource Export Compliance Service can help merchants avoid violating local regulations in various countries by automatically checking purchaser information in real-time, quickly comparing purchaser information to the denied-persons lists maintained by the U.S. government and providing daily updates to the denied-persons lists.



CHALLENGE #4

KEEPING UP WITH NEW TECHNOLOGIES

Technology disruptions represent an opportunity for business leaders to embrace change, but they don't come without risks. In fact, 81 percent of CEOs cite keeping up with rapidly emerging new technologies as a top concern, and 65 percent of CEOs say they plan to implement disruptive technologies to increase sales.¹ To get it right, business leaders will need cutting-edge payment solutions to compete in the global economy—and win. Unified payment processing and security technologies help merchants increase conversions securely, while fraud solutions enable automated fraud screening for faster acceptance of more genuine orders, with less manual review.

With data and analytics as a top-three investment priority, business leaders are looking to dive into ever-expanding data resources to develop new products and services, as well as drive efficiencies and strategy.¹

HOW CYBERSOURCE CAN HELP: A single connection to CyberSource provides you access to secure payment acceptance and comprehensive payment management services in over 190 countries. This includes our local payment types (aka Alternative Payments) such as popular direct debit, bank transfer, invoice and other non-card payments. CyberSource makes it easy to manage global payments.



SUCCEEDING ON A GLOBAL SCALE

According to a recent McKinsey & Company report, one thing that leading companies do differently from the rest is “exercise a high level of strategic response to digital change.”² The rapid pace of technological change means that, to drive online sales, merchants operating globally must have agile payment solutions that enable them to adapt quickly. From managing risk in different countries without damaging the customer experience to accepting sales through preferred local payment types, an agile payment platform is critical to keeping pace with new technology and succeeding on a global scale.

2. McKinsey & Company, “The Case for Digital Reinvention,” McKinsey Quarterly, February 2017, <http://www.mckinsey.com/business-functions/digital-mckinsey/our-insights/the-case-for-digital-reinvention>