

Quick Solution in Any Language

Payvision gets merchants online and making money as fast as possible, and coaches resellers on the whole process

By Bryan Ochalla

Despite the passage of time, globalizing a merchant's card-not-present payment operations remains a fairly unique undertaking in the United States, says Carrie Bardeen, North American senior vice president of sales and marketing for Payvision, founded in 2001 by international entrepreneur Rudolf Booker.

Terminology Lessons

"We still have to train most of the resellers we work with," Bardeen says, referring to the acquirers, gateways, ISOs, and Web developers that regularly call on Payvision to help them process transactions. Payvision can process transactions in more than 150 currencies for all major credit card companies.

"We have to educate them about the different payments types available around the world, and we have to explain to them how international interchange works. They're just not familiar with the terminology that's used in this space," she adds.

Everyone from the reseller's sales force to its underwriting team takes part in the education.

"We teach them the language they need to know, and then we teach them how to use it," she adds. "We teach them to ask questions—like 'What currency do you want your customers to buy in?' and 'What currencies do you want your business to settle in?'—both of which are new to most merchants that have historically dealt with USD."

Another of the lessons resellers learn from Bardeen and her four coworkers in Payvision's New York City office: "They can't use the word domestic anymore—because after you globalize your operations, the word no longer has the same meaning it did when you were dealing with USD merchants. After all, to your Japanese merchants, 'domestic' means yen, not USD."

Problem-Solving

Bardeen and her team don't just talk resellers through the process; they listen. "We spend a lot of time listening to them tell us what they need—and what their merchants need," she says. "Then we present them with their options and walk them through those options."

For example, "let's say a reseller has a USD merchant that has come to realize that 20 percent of its business is coming from elsewhere in the world," Bardeen explains. "Their marketing team goes to their treasury team, and the treasury team asks if there is some way they can decrease our costs and at the same time improve the buying and purchasing process for the consumer?" That's when Payvision comes into play."

During the initial conversations with a reseller's marketing team, Bardeen and her colleagues ask a number of questions, including, "Do you want to have country-specific Web sites? Do you want to use ISP location to recognize where the consumer is coming from and default to the currency of that country? Or maybe you want the site to use drop-down boxes or little flags so they can choose it themselves?" They make all of those decisions, come back to us with their answers, and then we set them up in whatever way they prefer."

Although Bardeen says most of the acquirers, gateways, ISOs, and Web developers that approach Payvision do so after they've already encountered a problem with a merchant, or lost a merchant as a customer because they're unable to globalize their card-not-present payment operations, more and more are approaching them before it gets to that point. Those resellers "see coming to us before their merchants make a request as an opportunity for additional revenue," she adds.

Acquirers large enough to do BIN analysis also are seeking out Payvision. "They may have found out that 10 percent of their merchant base already has a certain percent of their transactions coming from international customers, so they're approaching us, too, to help them develop something they can offer to those merchants before they need it."

But customers approach Payvision for other reasons. "We do everything we can to get every merchant approved," she says. "Most of our competitors have fairly stringent requirements when it comes to approving merchants and then they take six weeks to approve them."

"We know speed is important in this business," Bardeen adds. "The resellers who are coming to us for help are working for merchants who need help—and are losing money every day they can't accept whatever currency they're looking to accept." **TT**

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