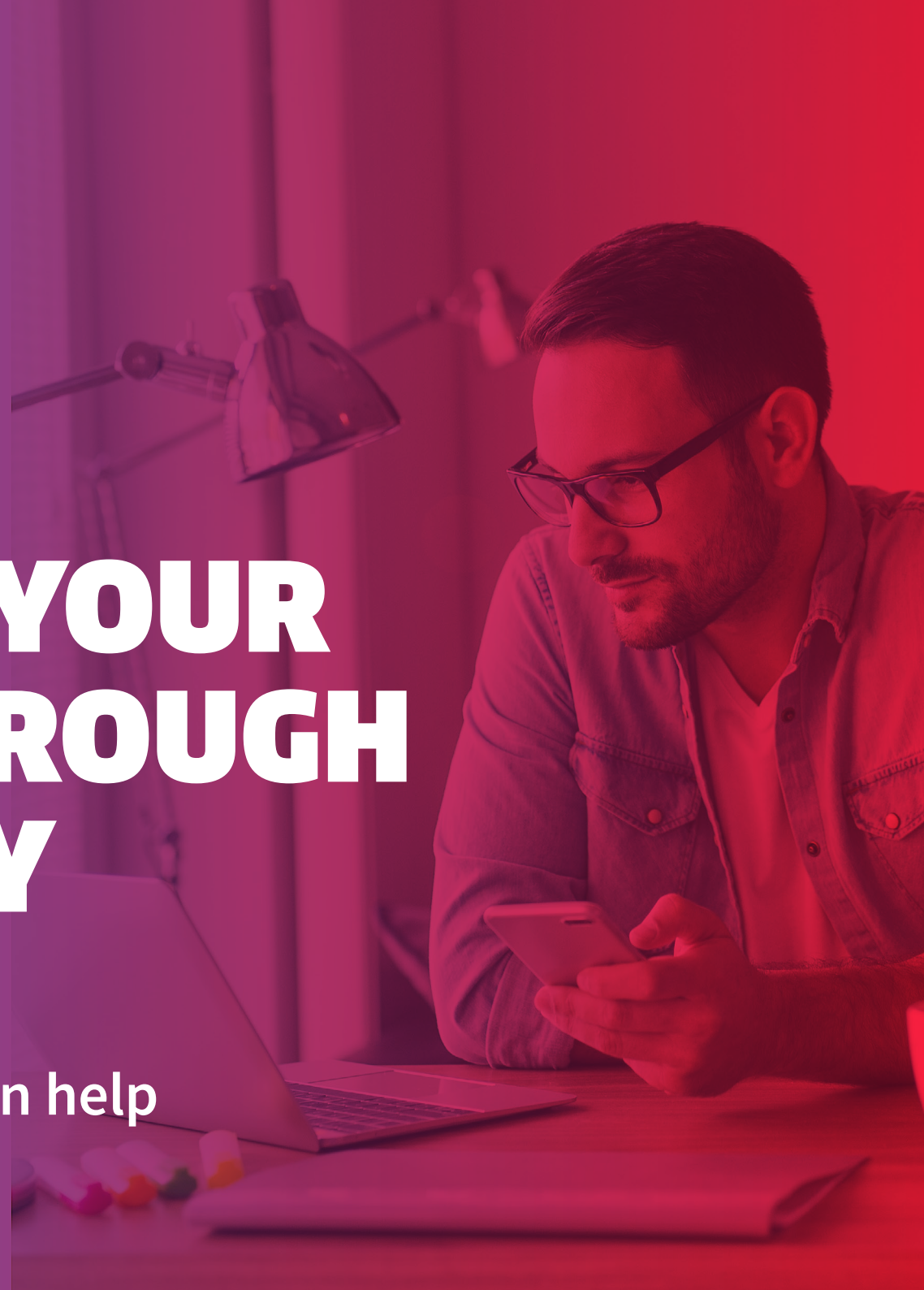


**worldpay**  
from FIS

# NAVIGATING YOUR BUSINESS THROUGH UNCERTAINTY

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How your payments strategy can help



# ADAPTING YOUR PAYMENTS STRATEGY CAN HELP YOUR BUSINESS THROUGH THIS SITUATION

**There is no question that this crisis is impacting consumer confidence and business resilience across the UK.**

Your organisation will have, no doubt, already made significant changes to the way it operates in response to the “lockdown” measures put in place on 23 March. With so much to deal with – from supply chain disruptions to staff absences – day-to-day payments issues may not be at the top of the priority list.

In truth, the way you handle your payments today could play a role in your eventual recovery as a business. From continuity of service to shifting your channel mix, and from chargebacks to remote payments, how your business manages payments challenges throughout the evolving crisis could make a real difference.

**We created this guide to help support your business continuity and recovery planning. Read on to learn more about:**

- The support we are providing to our customers throughout the crisis
- The payments solutions that could help support your business through the lockdown and help you recover
- How to get in touch with the experts at Worldpay who are best placed to support your business

**Our support centre is fully operational and waiting to help in this challenging time. Simply reach out via email: [corporate.support@worldpay.com](mailto:corporate.support@worldpay.com)**

# SUPPORT FOR OUR CORPORATE CUSTOMERS



We understand that a number of our corporate customers currently face some serious, and immediate, cashflow challenges. As every business is different, we recommend speaking as early as possible with your Worldpay account director to explore how we might be able to help.

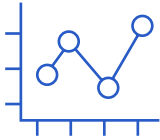
**The information in this guide is correct at time of publishing. We know that the situation is evolving quickly, so please refer to [www.gov.uk](http://www.gov.uk) and [www.fisglobal.com/covid19/worldpaycorporate](http://www.fisglobal.com/covid19/worldpaycorporate) for updates.**

# FROM LOCKDOWN TO RECOVERY - PAYMENTS SUPPORT FOR ANY STAGE OF YOUR RESPONSE

The following chart provides you with a list of the practical ways we can help support your business. We can assist throughout the current lockdown and help you plan for your eventual recovery.

Click on the item you are interested in to find out more details.

## STABILISE



**1. Staying on top of your sales performance**



**2. Ensuring safer retail during lockdown**



**3. Maintaining sales through remote payments**

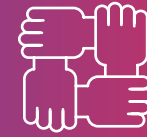


**4. Transition to e-commerce**

## RECOVERY



**5. Minimising chargebacks when selling remotely**



**6. Supporting charities and building goodwill**



**7. Building domestic and overseas sales**



**8. Using payments and consumer insight to help with recovery planning**

# 1 STAYING ON TOP OF YOUR SALES PERFORMANCE

For many sectors of the economy, lockdown is resulting in either a collapse in sales or a shift in channel preferences. Consumers are adapting to the reality of social distancing and the closure of non-essential services. In the short term, having a good grasp of how your customers are interacting with your business could be important to sustaining cashflow.

It will be hard to predict how consumers' buying behaviours and payments preferences will have altered once we come out of lockdown. Will the move to a cashless society have accelerated? Will digital wallets be seen as the safest way to make large, in-store payments? Being able to see these trends now, as they are happening, will help your business adapt once the crisis has passed.

But this is not the only benefit of payments data and insight.

## Daily sales forecasting

A clear and detailed picture of daily sales performance, whether reflecting in-store or online channel performance, could enable you to respond quickly to change and optimise the product/service lines, channels and payment types that are driving the most demand.

## Maximise your authorisation rates

At a time when customers are more cautious and reluctant to spend as much as they might have done before, no business can afford to see payments declined.

At a time in which every sale matters, maximising authorisation rates is vital. Your payments data can help provide vital insights as to how to achieve this.

## Avoid costly chargebacks

As consumers are, by necessity, being forced to shop online more frequently, we're witnessing a rise in the number of chargebacks. Spotting trends like this, their likely causes and addressing those wherever possible could save you money and help you lessen their impact.



## Worldpay Solution: Pazien

**24/7 remote access to payments data analytics, insights and alerts**

Pazien enables you to track your sales first-hand.

Even if you are working remotely, Pazien can give you instant access to such crucial payments data as daily sales, refunds, authorisation, and chargebacks.

This data could help you identify regions and divisions of your business most impacted by the current situation, allowing you to allocate attention and support effectively.

## 2 ENSURING SAFER RETAIL DURING LOCKDOWN

As we know people in the UK have been made to stay in doors unless they need to exercise, work or shop for essentials. And even when the full lockdown is lifted, social distancing measures will likely remain in force for some time.

Even though many staff may have to remain behind the tills, they should avoid taking cash wherever possible. They should instead encourage contactless card payments to reduce the use of touch-pad terminals.

### Sanitisation and security of PIN entry devices (PED)

Be sure to encourage staff to regularly clean touchpad devices or, in fact, any area of the point of sale that may have been touched by customers. If possible, clean this between payments.

### Cleaning the PED

- Initial cleaning – gently dampen a microfiber cloth with water and use it to clean the device plastics, display and keypad. Allow to dry for a few minutes
- Subsequent disinfection – use an alcohol-based tissue (or an alcohol-based cleaner applied to a microfiber cloth) to gently wipe the surface of the device and keypad, then allow to dry fully before continued usage

### Increase PED security

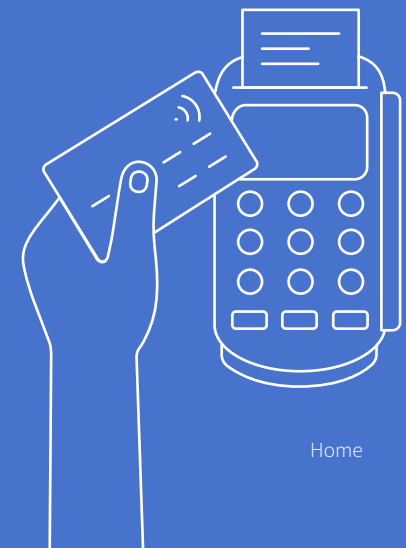
Whilst staff are away from the store or office, you may have concerns over potential break-ins. You should secure your devices whilst you are away from them.

### Keeping PEDs secure

- Set up alerts on Pazien
- Ensure that you have set a password on your till
- Integrated P2PE PEDs must stay connected to power and the till at all times
- If the PED is disconnected, we will not receive its “heartbeat”. This tells us the chain of custody has been broken and the PED will need to be returned and replaced
- PEDs that aren’t required to remain connected should be locked in a safe

### Encourage contactless payments

From 1 April the contactless payment limit in the UK rose from £30 to £45 as a preventative measure against the spread of the virus via touch-pad terminals. We have already enabled our standalone terminals to meet this new limit.



# 3 MAINTAINING SALES THROUGH REMOTE PAYMENTS

Stores selling non-essential items across the country have had to roll down the shutters, at least for the time being.

Despite the extraordinary circumstances facing UK businesses, it is still possible to manage customer demand.

## Move payments online

Keep the cash flowing even if stores are closed by increasing online activity.

Encourage as many customers as possible to make orders and pay remotely – you could, for example, offer online promotions, discounts for ordering by phone or online-exclusive products or services.

## Online customer experience

Making sure your ecommerce store is simple to use, and that online payments are set up and reflect local preferences, can improve your customers' experience whilst ensuring orders can continue to be made.

This could have long-term value, too. The omnichannel experience has already become an expectation for today's consumers, with 48% of customers crossing back and forth between digital and physical interactions with companies<sup>1</sup>. Moving with customer demands and adapting to individual customer journeys could help set you up for continued success.

## Compliance and security of data

Your business must, of course, comply with Payment Card Industry Data Security Standards (PCI DSS). You could reduce the cost and effort involved in achieving compliance by utilising Worldpay solutions, pre-built with compliance in mind.



## Worldpay Solution: Virtual Terminal and Pay by Link

Take card payments online, over the phone or via a secure link

If you are beginning to trade (or trade more regularly) online, Worldpay offers a host of solutions to help meet your needs, including Virtual Terminal and Pay by Link.

The Virtual Terminal is an online alternative for a physical payments terminal that merchants can easily set up and use in their browser. Pay by Link allows merchants to send customers an email with a link through which they can make payment.

# 4 TRANSITION TO ECOMMERCE

**As stores are forced to close and people are instructed to stay indoors, businesses have to look for new ways of generating revenue. One of the avenues available to most businesses is ecommerce.**

If your business already has a presence online but is not yet selling products and accepting payments online, now is a good time to start.

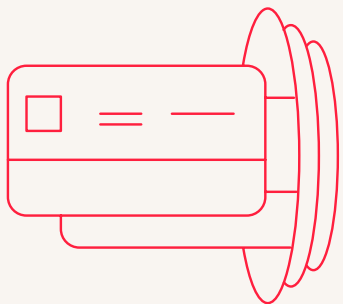
If your business doesn't yet have a web presence, Worldpay's partnerships with ecommerce platforms can provide you with hosting, themes, payment gateway integration and customer support all for one monthly fee.

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## Inventory management

When it comes to consolidating inventory and maintaining supply levels, businesses can run into issues, often because in-store and online inventory is reported differently. It is important that your firm has a single view of your complete inventory and a single way of reporting it.

With 1 in 4 British retailers now reporting severe disruptions to their supply chain<sup>2</sup>, it is more crucial than ever to scrutinise the movement of inventory and payments with appropriate monitoring.



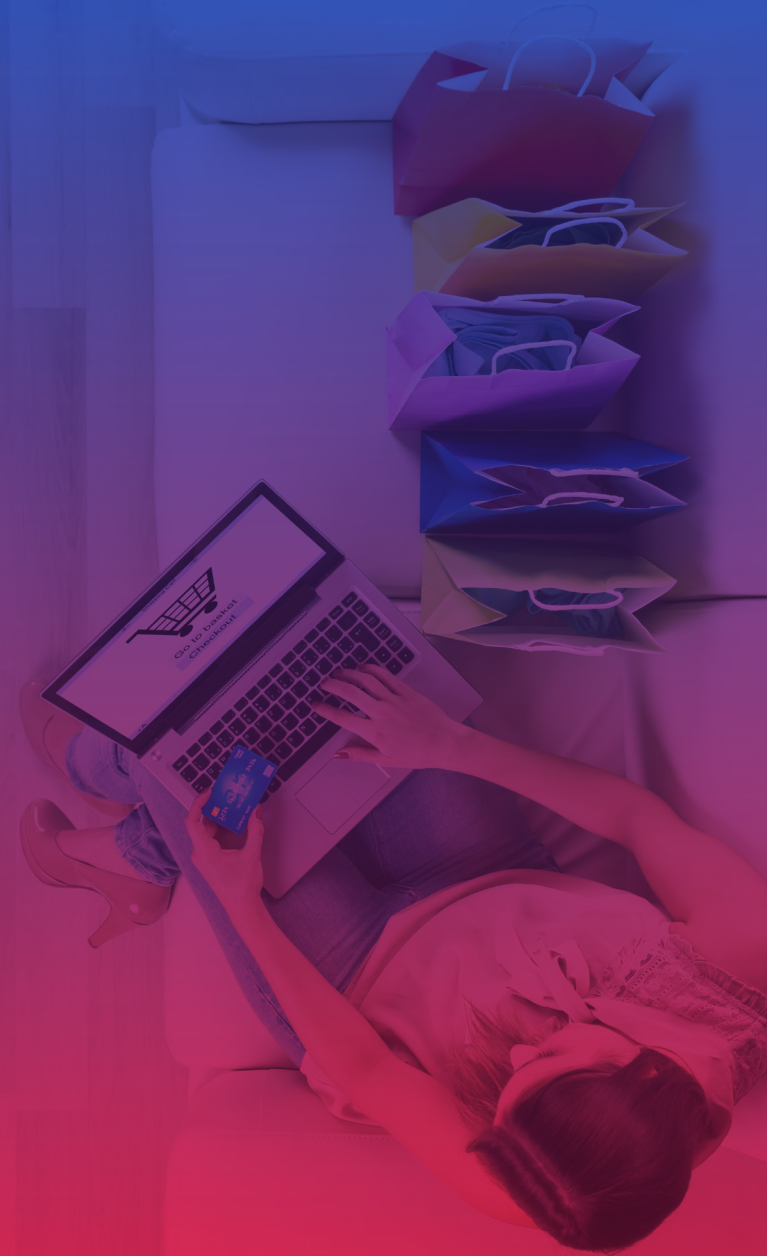
### **Worldpay Solution:**

#### **Gateway**

##### **Accept debit and credit cards online with a payment gateway**

Worldpay's fast and secure online gateway offers an efficient and flexible connection to help meet your global ecommerce payment needs.

With a single integration, you can access a suite of functionality and customer-led innovations, whilst we help customise your payment processing according to your business needs.

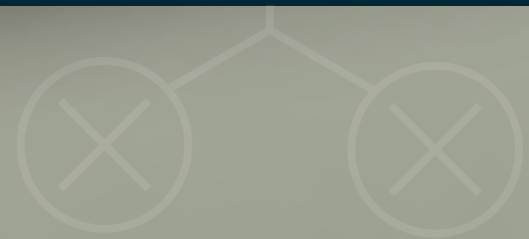
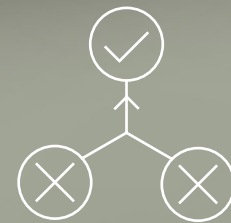




# 5 MINIMISING CHARGEBACKS WHEN SELLING REMOTELY

As customers shop more regularly online, we are beginning to see a rise in the number of chargebacks being made. Understandable delays in delivery may result in more customers raising a grievance with their bank instead of going through the proper channels.

Be sure to clearly communicate return, exchange and delivery policies on your website, and through as many other channels as possible, to help limit the number of payment disputes raised.



## Worldpay Solution: Disputes Solutions

Global chargeback management with dual-layer protection

With Worldpay Disputes Solutions, we can provide you with dual-layer protection against chargebacks, deflecting them before they arise and then fully managing chargeback defences on your behalf. It's more important than ever for your business to handle chargebacks delicately and effectively.

We are therefore offering this service without any contract length commitment or minimum volumes. If you are interested, please contact your account director for more information.

# 6 SUPPORTING CHARITIES AND BUILDING GOODWILL

**Lockdown is impacting the ability of charities to raise funds, with the National Council for Volunteer Organisation estimating that UK charities will lose out on £3.7 billion in income over the next 12 weeks alone<sup>3</sup>.**

It is important that, as business leaders, we do our part to help such organisations as they support people in need.

By increasing your corporate social responsibility efforts, you could help build goodwill and the positive perception of your business.

Using your payments systems to funnel small donations to charity can display your social commitments as a business to the wider community, increasing goodwill and encouraging customer loyalty.



## **Worldpay Solution: Pennies**

A digital upgrade to the traditional charity box

Pennies, the leading UK charity microdonation fintech, provides merchants with ability to enable their customers to add a few pennies on to the bill that will go towards supporting your chosen charities.

Worldpay makes it simple and low-to-no cost to enable Pennies. We have existing solutions for online, as well as in-store PEDs. Enabling Pennies is straightforward and could bring together a nation of generous people and get funds to where they matter most.



# 7 BUILDING DOMESTIC AND OVERSEAS SALES

We are witnessing a significant decline in international tourist, student and business travel. As more people decide to put off holidays and airlines ground fleets, business that rely on international tourism may see a decline international sales volumes. That is, unless they can find other ways of reaching their usual customer base.

But business travel and holiday-making won't be restricted forever. It could pay to improve your ability to receive payments from international cardholders now so that when they return you are ready to take leverage their custom.

## Provide a personalised experience

Providing a more personalised service for international shoppers (both in terms of currency conversion and user experience based on location and local payment options) could reduce time-consuming enquiries.

## Improve your chances of selling to international customers

Ensure that, once consumers are travelling again, you're ready to accept payments. Be prepared to accept payment from international cards – Discover Global Network cards being one widely-used example – and personalise the customer experience accordingly.



## Worldpay Solution:

### Dynamic Currency Conversion (DCC)

Earn added revenue from currency conversion

Our Dynamic Currency Converter offers international cardholders the ability to pay in their own currency at the POS and allows merchants to pay and get paid in any currency of their choosing.

## About the Discover® Global Network

Cards that leverage its network include Discover® from the United States, Diners Club International®, issued in more than 55 countries, and their Network Alliance Partners. By accepting cards on this network, you'll be opening yourself up to more than 180M potential international customers.

# 8 USING PAYMENTS AND CONSUMER INSIGHT TO HELP WITH RECOVERY PLANNING

**We are seeing significant changes in consumer behaviour which will likely affect how business is conducted for some time. Planning for your business response and recovery in these circumstances will be challenging.**

To help, we are pulling together a weekly round-up of the latest data and insight on consumer behaviour, as well as market forecasts based on our own data, consumer research and credible third-party sources.

The bulletin will be sent to your inbox automatically, but if you would like to find out more please speak to your account director.



# WE'RE HERE TO PROVIDE SUPPORT WHEN YOU NEED IT MOST

No business should feel like they're facing uncertainty alone. Whilst we work hard finding solutions to emerging payments issues, feel free to come to us for advice, guidance and tools. We'll be here to support you and your customers.

After all, we're in this together.

Our support centre is fully operational and waiting to help in this challenging time. Simply reach out via email:

**[corporate.support@worldpay.com](mailto:corporate.support@worldpay.com)**

## Sources

1 <https://www.accenture.com/gb-en/insight-delivering-omnichannel-now>

2 <https://www.theguardian.com/business/2020/mar/04/uk-retailers-hit-by-supply-disruption-amid-coronavirus-concerns>

3 <https://www.thetimes.co.uk/article/the-times-view-on-coronavirus-and-charities-urgent-appeal-wm6j0hvzz>

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