

## CUSTOMER SUCCESS STORY

# MULTICHANNEL B2C BRAND MERCHANT PUTS INTERPAYMENTS TO THE TEST

***“ InterPayments provided us an easy way to recover the fees we were paying on credit card transactions. Best of all, we were able to test InterPayments on several key products before expanding the solution across all our various brands and payments channels.”***

Finance Leader for a Global Direct to Consumer Brand Distributor

### THE PROBLEM

## How to Reduce Credit Card Fees Without Losing Customers

In September of 2020, an innovative leader in multichannel direct response sales came to InterPayments looking for a solution to reduce their growing credit card fees. The Inc. 5000 merchant is a premier distributor of recognizable brands and As Seen On TV products.

But even as the merchant was experiencing exponential growth, they found that credit card processing fees on their various payment platforms were causing them to lose a large portion of profits. Nearly 25% of their profit from credit card purchases was being paid out to credit card companies and banks in processing fees.

After evaluating InterPayments, the merchant quickly realized the potential value of our dynamic surcharging solution, but they were concerned about customer complaints, conversion rate, and retention - so we decided to run a test.

## THE TEST

### Low Cost, Low Risk

We quickly integrated and implemented a 3 week testing period across 3 existing product lines in their eCommerce sales channels. By testing existing products, the merchant could analyze before and after data more robustly. By testing on their eCommerce sales - the most competitive channel - they could see just how sensitive their customers would be. After several thousand transactions, they reported:

**0**  
Customer complaints  
regarding the surcharge

**0**  
Change in conversion  
rates or checkout  
abandonment rates

**0**  
Change in customer  
retention

Immediately after the trial period, the merchant eagerly rolled out InterPayments across all their brands and eCommerce channels. Thereafter, the merchant performed similar tests in their Live Agent and IVR sales channels. The same results ensued and the merchant nicely began adding InterPayments into their remaining sales channels.

## THE RESULTS

### Proven Success Across the Entire Business

With InterPayments now fully deployed, the merchant was able to realize 100% of the value of dynamic surcharging.

#### Q4 Results:

**55.4%**  
Credit-to-Debit Ratio on  
eCommerce transactions

**\$172.86**  
Average Order Value  
(AOV)

**\$4.40**  
Average surcharge amount  
on credit card transactions

**\$7.18 Million**  
Revenue

**\$182,822**  
Surcharge Savings

**41,516**  
Surcharged Transactions

These numbers show that over the course of a year, this merchant will save as much as **\$700,000** on surcharged transactions with InterPayments.

### Learn More

Want to see how InterPayments can help you reduce credit card fees and increase your net margins overnight? Contact us at [sales@interpayments.com](mailto:sales@interpayments.com) or visit our website to request a personalized demo: [www.interpayments.com](http://www.interpayments.com)