

PROPAY[®]

A TSYS[®] Company

ABOUT PROPAY

Since 1997, ProPay has provided simple, secure and affordable payment solutions for organizations ranging from the small, home-based entrepreneur to multi-billion-dollar enterprises. ProPay is a leading provider of complete end-to-end payment security solutions designed to significantly reduce the client organization's risk of having sensitive payment data compromised. ProPay is the recipient of the prestigious 2010 ETA ISO of the Year award. ProPay is a wholly owned subsidiary of TSYS (NYSE: TSS) and is a leader in payment data security.

CASE STUDY: PLEXUS

OVERVIEW

Plexus Worldwide provides nutritional and personal care products designed to help people enjoy a healthier lifestyle. Founded in 2011, the company has thousands of independent sales consultants, distributors, and ambassadors that sell and use their products. Consultants around the world are placing thousands of orders for products every day—many of them being “Auto Ship” orders requiring Plexus to store the ambassador's credit card on file.

THE PROBLEM

Plexus was running into difficulty processing credit cards due to expired or invalid cards. This resulted in interrupted product delivery to consultants and negatively impacted company revenues.

As of 2015, Plexus Worldwide had over 600,000 cards on file. They were experiencing a 35% decline when processing their Auto Ship orders.

THE CHALLENGE

Find a simple solution that would enable Plexus Worldwide to automatically update their card holder information and reduce the number of declines.

THE SOLUTION

ProPay's EnsureBill™ is an account updating service that can increase revenues by reducing card declines on monthly billing. For businesses that rely on stored customer payment information for recurring billing, auto-shipments, etc., EnsureBill streamlines the process of maintaining and updating stored customer payment card information.

Typically, 30 percent of cardholder accounts undergo changes to account numbers or expiration dates each year in order to keep accounts active and prevent account closure. Merchants who continue to bill using out-of-date information bear higher rates of declined transactions and extra costs.

BENEFITS OF PROPAY ENSUREBILL

BENEFITS FOR MERCHANTS

- Increased Revenue Due to Fewer Declines
- Fewer Authorization Fees
- Reduced Customer Service Costs Associated with Manual Updates
- Increased Customer Retention and Loyalty Through Uninterrupted Service and Risk of Cancellation
- Improved Efficiency

BENEFITS FOR CUSTOMERS

- Provides Uninterrupted Service
- Improves Customer Satisfaction by Minimizing Negative Experiences from Declined Transactions
- Account Update Process is Transparent to Customers

Simple account updates through seamless integration with ProPay's payment processing platform.

CONCLUSION

- **By implementing EnsureBill, Plexus Worldwide was able to update over 91,000 cards.**
- **Declines dropped 9%.**
- **Revenue increased over \$300,000 on the first run after EnsureBill was implemented.**
- **No increase in customer returns.**
- **Decreased the burden on customer service.**

To learn how ProPay can help you decrease declines, increase revenues, and secure your data, call **888.227.9856** or email **sales@propay.com**.