



IMPROVING CUSTOMER OPPORTUNITIES WITH A SEAMLESS PAYMENT EXPERIENCE



FOREWORD



Overseas visitors spent £22.07 billion in the UK in 2015, an increase of 5% compared to 2014¹, and the number is expected to increase again this year.

With this growth comes an opportunity for businesses, and spend on international payment cards is booming in the UK as foreign travellers look for places to spend their money in hotels, attractions and retail outlets.

But it also presents a unique challenge for businesses, who need to ensure that they have the facilities to process card payments from their foreign customers in any currency and from any card type – such as UnionPay cards from China, RuPay cards from India or BC cards from Korea. If businesses do not have the facilities to accept these payments, then at best they lose that sale; at worst, they also fail to appeal to the wider international market and hence a large potential customer base.

Help is at hand, however. A payment technology, called Dynamic Currency Conversion (DCC), helps businesses to offer tourists and business travellers the option to pay in their own currency rather than Sterling through a simple selection on the terminal when they pay for goods or a service.

As one of the world's largest card payment processors, experience has told us that businesses who go the extra mile to provide their customers with a smooth, seamless payment experience, are more likely to see those customers come back. So we have developed our own DCC product – HomeCurrencyPay.

In this paper we aim to provide an insight into the international card payments evolution that is driving the need for products such as HomeCurrencyPay, and how it ensures that businesses stay abreast of the latest technologies whilst providing the best service to their overseas customers.

A handwritten signature in black ink, appearing to read 'N. Hyslop', written over a horizontal line.

Nigel Hyslop
President and Managing Director UK at
Global Payments



DYNAMIC CURRENCY

CONVERSION:

THE INTERNATIONAL

OPPORTUNITY



Overseas visitors spent £5.3 billion in the UK in the last quarter of 2015.

The number of people travelling out of their own country grew by 4.4% in 2015 according to the World Tourism Organisation UNWTO². That's an international movement of almost 1.2 billion people in a year; a figure that is expected to grow a further 3-4% for 2016.

With that movement comes an increase in spending – overseas visitors spent £5.3 billion in the UK in the last quarter of 2015¹. In this growing market it is important to retain competitiveness by ensuring not only that your business can accept payments from international payment cards, but also that you are up to date with the ever increasing appetite for faster, easier ways to pay.

So even where your payment systems do support international payment cards, it's important that the payment process is made as seamless as possible for the customer. Offering them the option to pay in their domestic currency, through Global Payments' Dynamic Currency Conversion (DCC) product, HomeCurrencyPay, is one way of doing this.

Improving Customers' Payment Experience

Thinking about exchange rates and foreign currency conversions for every purchase is often unnerving and cumbersome for foreign travellers. However, with DCC they are immediately able to understand the precise amount of their card transactions in their own currency, giving them greater confidence and budgeting convenience when making purchases.

Global Payments' HomeCurrencyPay gives cardholder the choice to pay in their home currency when they pay for goods or services on the terminal. This eliminates any uncertainty over the actual cost of the purchase, and the exchange rate used for the transaction is provided to the cardholder, prior to completing the sale. Receipts show the exact exchange rate, as well as the sale amount in Sterling and in the cardholder's home currency.

This is great news for someone on holiday as they'll know exactly how much they're spending. For business travellers, it also simplifies expense claims.

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What's In It For Businesses?

HomeCurrencyPay enables businesses to retain a competitive edge as they adapt to being more open to international spend in-store. It automatically identifies non-domestic cards and gives international cardholders the option to pay in their home currency, while businesses are still paid in Sterling.

There are no set-up fees or ongoing maintenance fees for HomeCurrencyPay and every time a non-Sterling currency payment is taken, a commission is earned, too. This gives a great competitive edge.

Because a DCC payment is easy and convenient, it leaves a lasting positive impression with a cardholder, and next time they visit the UK they may be more likely to revisit your hotel or retail outlet.



ABOUT

HOMECURRENCYPAY



Global Payments was one of the first UK card processors to fully integrate Dynamic Currency Conversion into their Ingenico terminals when it launched HomeCurrencyPay in the UK in February 2015.

Business' that use HomeCurrencyPay receive only one monthly invoice for all of their DCC transactions, domestic transactions and DCC commission payments, vastly improving their customer experience. And as a default proposition on Global Payments terminals, no extra space is needed on countertops for an additional standalone terminal.

Since 2015 Global Payments have supported their customers to help drive sales from outside the UK. HomeCurrencyPay is now used by 40,000 of Global Payments' customers in the UK and automatically detects and converts payment in 32 different currencies – a much wider choice of currencies than the traditional Sterling, Dollar, Euro options – which therefore opens it up to a much wider customer base.

In the 10 months after launch, 750,000³ Dynamic Currency Conversion transactions were processed with HomeCurrencyPay.

Responsiveness To Market Dynamics

HomeCurrencyPay is a fully managed service, which means that Global Payments takes care of staying up to date with regulations on behalf of their customer. So whether a payment is made in person, online or over the phone, you know that your service is fully compliant with the latest regulations.

When it comes to dealing with global currencies, it is crucial to be responsive to the dynamics of fluctuating exchange rates. The exchange rates used by HomeCurrencyPay are updated regularly and based on Reuters' wholesale rate, which is globally recognised in the financial markets, and comparable with those used by card issuers.

HomeCurrencyPay offers instant conversion of 32 different currencies at the point of sale and can be used in tandem with other terminal-based software, such as tax free shopping, therefore creating an attractive package for international shoppers.

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reliable service essence

Innovation And Differentiation

What truly differentiates HomeCurrencyPay from other payment processing products is its role within a wider package of payment processing solutions that can be used alongside it. It's part of a suite of products, the sum of which makes it market-leading.

This means that alongside being able to offer payments in a customer's own currency, businesses are also able to use their default terminal proposition and offer tax free shopping, or the ability to accept a wider variety of international card types - all of which provide added value for the end consumer.

Operational Efficiencies Including Time To Repair

For international card payments, a reliable service is essential to operations. Global Payments has a number of ways to safeguard this.

In order to ensure a seamless and uninterrupted service, HomeCurrencyPay automatically identifies non-domestic cards and gives international cardholders the option to pay in their home currency, whilst retailers/businesses are still paid in theirs.

Furthermore, Global Payments offers extensive training for users of HomeCurrencyPay to enable them to understand the product and how to maximise its benefits. The training ranges from face-to-face sessions for managers, to online training modules for the wider employee base, who are tested at the end of the course, providing an effective way of maximising operational efficiency.

Global Payments main helpdesk is also on hand to help with any questions or concerns you may have.



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Leaving A Lasting Impression

The process of paying is an important contributor to the overall impression that a customer goes home with. Make it slow and this will taint the experience, no matter how good the hotel or how great the experience. However, make it simple and quick and the customer will leave happy. This is particularly important in an age of online reviews and feedback, where potential future customers can read about the good and bad experiences of previous visitors at the click of a button.



¹ Visit Britain: <https://www.visitbritain.org/latest-quarterly-data-uk-overall>

² <http://media.unwto.org/press-release/2016-01-18/international-tourist-arrivals-4-reach-record-12-billion-2015>

³ *Global Payments data*

ABOUT GLOBAL PAYMENTS



Global Payments, a Fortune 1000 company, is one of the largest card payment processors in the world, with offices across the UK, America, Canada, Asia Pacific and Europe. We work with companies of all sizes, from large multi-nationals to owner-managed businesses to maximise sales through payment card processing. Our focus in the UK is on meeting the needs of customers with up-to-date card processing technology, whether face to face, online or over the phone. We support our customers to attract the growing overseas market with a range of services including international card acceptance, enabling visitors to pay in their own currency and tax free shopping.

If you would like to learn more about how Global Payments can help your business, please contact us on **0800 731 8921*** or visit **www.globalpaymentsinc.co.uk** for more information about the company and its services.



*Lines are open Monday to Friday, 9am - 5pm, excluding public holidays. Calls may be recorded. We also provide a Textphone service on 0345 602 4818.

Global Payments is HSBC's preferred supplier for card processing in the UK.

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