

# DOMINATE

**ONE PLATFORM.  
EVERY CHANNEL.**

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Five steps to turn retail transactions  
into smarter connected experiences

**worldpay**  
from FIS

# 5 STEPS

## TO TURN RETAIL TRANSACTIONS INTO SMARTER CONNECTED EXPERIENCES

If you want your customers to keep coming back, then you have to keep the shopping journey simple. Fast service. Personalized approach. Secure data. Easy, frictionless checkout. No matter where consumers are or how they like to pay.

With a true omnichannel payments platform, you can fulfill every customer expectation by offering one blended experience across every shopping channel.

At Worldpay from FIS, we can help you deliver the integrated, engaging and personalized experience that consumers want. And in the process, you'll get to experience five key benefits.

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# STEP 1

## MOVE AWAY FROM COMPLEX, SAY HELLO TO SIMPLE



As a retailer, you might be used to a world of disjointed payments.

Having to use multiple processes across different sales channels, regions and payment methods is inefficient. This complex mix of payment technologies can prevent systems talking to each other, and result in security issues. Bolting together elements may solve some problems, but it doesn't lead to a true, scalable omnichannel experience.

Worldpay from FIS offers a way to remove confusion and complication, by unifying payment data by region, channel, provider and shopper. Worldpay from FIS supports and simplifies your operations – including invoicing, billing and reconciliation – and this, in turn, helps you to focus on the needs, preferences and expectations of each and every customer.

Companies with a weak omnichannel strategy are less likely than strong omnichannel companies to store customer data across channels – with only

# 48%

doing so<sup>1</sup>



# STEP 2

## GET A SINGLE STREAMLINED VIEW OF YOUR CUSTOMER

We enable you to connect and consolidate every customer payment, globally and across all channels and devices.

These include click-and-collect, endless aisle, buy online and return in store, contactless or subscriptions. Access to full transaction data and intelligence gives you a single view of the customer that's real-time, accurate and meaningful, regardless of location or commerce channel. It puts you in a strong position to understand and shape the customer journey for every type of shopper.

We unify more transaction data than anyone else, so you can get the clearest picture of shoppers and increase your revenue by matching consumer expectations. Understand how shoppers are buying across channels. Use insights into shopper behaviours to improve user experience and deliver targeted messaging. Identify buying trends and control stock.

All this and much more.

**Effortlessly.**

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15 years ago, the average consumer typically used

# two touchpoints

when buying an item, with only **7%** regularly using more than four.



Today, consumers use an average of almost

# six touchpoints<sup>2</sup>



# STEP 3

## CREATE A SHOPPING EXPERIENCE THAT'S MADE FOR YOUR CUSTOMER



# 1 IN 3

customers

will leave a brand they love after just one bad experience,

The omnichannel platform from Worldpay from FIS offers payment processing across all channels. By unifying them using a single platform, not only do we simplify the technology infrastructure and provide priceless insight, we also create a seamless experience for shoppers.

Customers can enjoy secure, frictionless payments any time, any channel, anywhere. Their preferred payment methods can be offered at all times, and their loyalty rewarded. Whether shopping through click and collect, queue-reducing in-store mobile sales, or simply securing a refund without the need to re-present their card, customers get the streamlined experience they expect with Worldpay from FIS.

Cater for the new behaviors and changing needs of today's shoppers. Exceed their expectations in a world where expectations have never been higher.



while

# 92%

would completely abandon a company after two or three negative interactions<sup>3</sup>

# STEP 4

## MOVE WITH THE CUSTOMER, REACT TO TECHNOLOGY

With new payment methods continually entering the market, payment is now a fast-evolving landscape in itself.

Implementing omnichannel with Worldpay from FIS means you can easily integrate the latest and most popular payment methods like eWallets and local payment schemes, making rapid deployment across stores and geographical locations simpler and less risky.

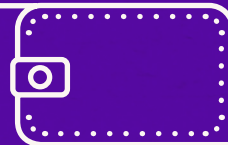
And reacting to payment developments is crucial, not only for matching consumer expectations – more than one in 20 customers will abandon their cart when their preferred payment method isn't available<sup>4</sup> – but also for keeping pace with agile challenger brands. Along with improvements to customer journeys, we can help you stay in touch with the competition, achieve faster business growth and expand more easily into new markets.

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# BY 2022

eWallets are predicted to become the world's leading ecommerce payment method<sup>5</sup>



# STEP 5

## HARNESS A TAILORED SOLUTION FROM GLOBAL EXPERTS



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We're a global business with local knowledge; a payment provider who can support you in different countries and cultures, in many different ways.

We have a large, proven omnichannel partner ecosystem and a single point of service for all payment needs – a high-touch support model with ongoing service and local assistance. Technical guides and documents, access to a strong developer community and a dedicated platform and partner consultancy are just some of the ways we help.

Our service is available 24/7. We get to know your business to help you reach your full potential. Our friendly, motivated team delivers the benefits of omnichannel with a single purpose – to help retailers fulfill the high expectations of their customers in a constantly evolving retail landscape. All this from the world's most experienced payments provider. Experience our tailored and fit-for-purpose solutions, customized to meet your needs.



# READY FOR SMARTER PAYMENTS? BOOK A MEETING TODAY

**BOOK NOW**

or email us on

**[omnichannelplatform@fisglobal.com](mailto:omnichannelplatform@fisglobal.com)**

## References

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- 3 <https://www.pwc.com/future-of-cx>
- 4 <https://www.europeanpaymentscouncil.eu/sites/default/files/inline-files/Payment%20Methods%20Report%202019%20-%20Innovations%20in%20the%20Way%20We%20Pay.pdf>
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