



## voices

# Vantiv Payments for eCommerce



## Introduction

As a digital commerce company, EVINE Live offers compelling proprietary merchandise using the Internet, mobile networks, social media, and commerce infrastructure, which includes television access to 87 million homes. The company is known for its unique products in jewelry and watches, beauty, health and fitness, home and consumer electronics, and fashion and accessories.

EVINE Live creates the ultimate interactive shopping experience

by uniting live TV, online, and mobile shopping opportunities with social media engagement across a variety of outlets, including Facebook, Twitter, and Pinterest.

We spoke with Joan Radtke, senior director of credit at EVINE Live and a 20-year veteran in the payments industry, to discuss how she uses Vantiv's eCommerce value-added payment processing solutions to help mitigate risk and drive top-line revenue growth.



## Situation

**"I love Tokenization – it makes my payments role easier and helps us mitigate the future risk of data breaches."**

### Can you provide a brief overview of EVINE Live?

EVINE Live accepts orders via phone, Internet, and mobile. A high percentage of our business is done using our ValuePay Program, which allows a consumer to purchase goods on two, and up to six, installments. EVINE Live ships the merchandise upon receiving a credit card authorization of the first payment. The consecutive payments automatically charge to the credit card on file at 30-day intervals.

We can't afford to have a payment breakage during the installment period. For installments that go delinquent, we utilize a robust collection system.

### How does EVINE Live react to the ongoing and widely-publicized data breaches taking place involving big retailers?

It's always disturbing to read about the various data breaches. From my perspective, however, we as an organization sleep better at night knowing we are protected by Vantiv's eCommerce Tokenization solution – this helps us mitigate risk and protect our customers' data.

Our C-level executives know what Tokenization has done for us and have seen the incremental value it delivers. We've been using Vantiv's Tokenization offerings for several years. By implementing Tokenization, our scope on PCI audits is cut in half because we don't have to store credit card numbers in our system, which ultimately reduces staff time, the auditors' time, and our overall costs. I love Tokenization – it makes my payments role easier and helps us mitigate the future risk of data breaches.

**vantiv**

smarter / faster / easier / payments.



## Solution

### How do you handle the influx of customer calls and inquiries when large data breaches make the news?

Customers certainly contact us when they hear about major breaches and want to verify that the credit card account numbers they've used with us are still safe. We work closely with our customer service agents to reassure our customers that everything is fine and that they are protected. Even though we don't come right out and specifically mention the word "Tokenization," which would be a bit arcane to the average consumer, we do emphasize to them that we are not storing their credit card numbers in our system, which helps us maintain the confidence and trust of our customers.

### Is EVINE Live ready for card-not-present EMV?

We have implemented the Vantiv Insights Prepaid Filters which allows us to identify the different types of prepaid cards a customer is using, and enables us to filter out non-reloadable prepaid while asking for an alternative method of payment. By doing this, we are able to maintain payment continuity for one or more payment periods. There are other filters also available. As an example, we are able to set up rules to accept Canadian BINs, but filter out other international credit cards. This allows us to fine-tune our order acceptance criteria based on specific countries.

Also, Vantiv eCommerce offers a variety of payment fraud detection and prevention products that provide a balanced approach to mitigating risk. Vantiv offers the flexibility to pick-and-choose tools and rule-sets on a per-product basis to maximize the effectiveness of our payments ecosystem.



## Results

**"During a nine-month period, we realized a revenue lift of \$3.4 million and recovered more than 125,000 installment payments that we would have otherwise lost due to declined authorizations if we didn't use Vantiv's Account Updating product."**

### Can you share with us the success you've had using our Recovery solutions?

Implementing and using Vantiv's Auto Account Updating product requires no heavy lifting. We were able to turn it on with few resources on our end, which makes this product very appealing.

During a nine-month period, we realized a revenue lift of

\$3.4 million and recovered more than 125,000 installment payments that we would have otherwise lost due to declined authorizations if we didn't use Vantiv's Account Updating product.

In fact, with card-not-present EMV – and the reissuance of millions of credit cards – all merchants need to utilize Vantiv's Account Updating to ensure that their customers' credit card information is protected and updated to maximize payment continuity and customer satisfaction.

### Finally, what has it been like working with Vantiv?

Our partnership with Vantiv has been a huge boost to our overall business and to my operation. The company's eCommerce solutions have ultimately help deliver us higher revenues and happier customers.

