



Worldpay Payments for eCommerce



Introduction

Healthy Directions, LLC, a leading health publisher and direct-to-consumer retailer of doctor-formulated nutritional supplements and skincare products, is dedicated to helping people lead healthier, happier lives.

We spoke with Cindy Champion, VP of marketing, Elaine Looney, executive VP of operations, and

Ben Teicher, CFO, of Healthy Directions to discuss their experience using Worldpay's Recovery product. Recovery combines Account Updating and Authorization Recycling into a single solution designed to optimize authorization approvals after initial declines and minimize customer attrition.



Situation

"One of the biggest challenges is dealing with declined authorizations on billing attempts after the initial period."

Tell us about your AutoDelivery option for recurring orders. How important is it to your business?

Ben: Traditionally, we sold our products through mail order/catalog, phone, and, more recently, online channels. A few years ago, we made a major decision to emphasize sales of our AutoDelivery (recurring billing) services. Now, we present the AutoDelivery option to all customers through each of our channels. It's a focus of both our inbound and outbound marketing initiatives.

Elaine: Our customers love it because it's convenient and cost effective. They appreciate knowing that their supplements won't run out.

Ben: AutoDelivery now generates 29 percent of our overall revenue. We believe it's the

growth engine that's fueling our future and is the cornerstone of our success.

In your experience, what are the biggest challenges for subscription billing services?

Elaine: One of the biggest challenges is dealing with declined authorizations on billing attempts after the initial period.

Cindy: In the past, we sent letters or emails asking customers to call our contact center and update their credit card information on file. If we didn't hear back from them within 60 days, we cancelled their order. Not only did we lose payments, but this process was time consuming, costly, and made our revenue streams unpredictable.

✓ **Solution**

"The Recovery Snapshot Report allows us to monitor our rates of approved authorizations after initial declines."

Were there any challenges implementing Worldpay Recovery?

Elaine: Implementation of Recovery was quick and easy. The only change we made was a tweak to our retry timing after initial declines in order to take full advantage of the updated account numbers and expiration dates.

Cindy: With a minor adjustment to our order management system, we found the right balance. Once that was completed, we turned it on and were ready to go. Shortly after we implemented it, we started getting approvals on thousands of card transactions that we weren't able to authorize previously.

Elaine: These approvals helped us minimize customer attrition while enhancing our cash flow. Now, our revenue streams are more predictable and service disruptions have been reduced.

Do you use iQ for eCommerce, our analytics and reporting solution, to monitor Recovery?

Cindy: Yes, the Recovery Snapshot Report allows us to monitor our rates of approved authorizations after initial declines. In general, the reports in iQ for eCommerce have helped us gain greater visibility into our business and make intelligent decisions that have increased our ROI.

||| **Results**

"We realized an additional \$3.4 million in revenue using Worldpay Recovery."

What results have you seen?

Cindy: Over a six-month period, we realized an additional \$3.4 million in revenue using Worldpay Recovery. We're thrilled that it's reduced the volume of inbound calls we receive, as well as our inventories on reserve. It's been an extremely positive and helpful service for our continuity customers.

Is there anything else you'd like to share about your relationship with us?

Elaine: We're absolutely thrilled and excited about our relationship with Worldpay. Everyone is passionate about the way they do their jobs, whether it's answering a simple question or tackling a more complicated technical issue. Worldpay is always there for us.