

FLEXPAY

THE PROBLEM



15-25%
CNP consumer purchases decline.

While the increase in online and phone-based sales has been advantageous for businesses, processing credit card payments when a card is not physically present can be problematic. Card Not Present (CNP) consumer purchases decline anywhere from 10-45% of the time with an average of 15-25%. This is in stark contrast to card present transactions which generally have a 5% decline rate. This decline rate dramatically impacts customer lifetime value, particularly for continuity sales. Add to this chargebacks, low approval rates, and high processing costs, and it is easy to how this significantly impacts bottom line.

THE SOLUTION

FlexPay's Enhanced Payment Gateway mitigates these problems on a transaction-by-transaction basis with a proprietary, statistics-based decline salvage and risk balancing strategy. Informed by our vast experience in merchant processing and our long term relationships with card issuing and acquiring banks, our system uses Machine Learning to improve approval ratios, lower transaction fees, reduce chargebacks, and balance risk across banking assets, all while removing a potential single point of failure. **FlexPay** has the capability to deal with hundreds of millions of transactions in a given month.



26-28%

The recovery rate FlexPay clients see within the first months of use.

FlexPay's PCI Level 1 Compliant gateway is easy to use and currently certified with over 120 payments processors. Integrating your CRM or ERP is also easy as we emulate the defacto standard NMI gateway interface.



34-37%

The recovery rate of decline transactions FlexPay increases to as client specific data is incorporated into the Learning Engine.

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THE RESULTS

The result is money in your pocket through increased approval ratios, minimized fees, decreased chargeback rates, and decreased refunds. FlexPay's analytics also provide estimates on current and projected transactions, lifetime value, and a myriad of factors that affect your business. Lastly, the integrated messaging system will alert you if your KPIs drift outside acceptable levels.

In the increasingly complex world of banking, you need a system that can quickly and accurately consider each new factor. FlexPay's unique machine learning model provides an automated, specially tailored, and cost-effective solution to the pervasive problem of CNP decline rates that are hurting your business.

While our competitors offer decline salvage and rudimentary risk balancing, they all use cumbersome rules-based systems that are not sufficiently granular to achieve optimal results. **FlexPay's inference engine is unique in that we use Machine Learning to consider the risk and value of each transaction** using over 70 data points to best determine where, when, and how to execute each individual transaction.

In addition to the decline recovery, the ancillary benefits of working with the FlexPay team and software include:

- ✓ In depth knowledge of Merchant Account management and introduction to new Merchant Banking relationships.
- ✓ Cost savings by way of reducing manual decline recovery attempts, our system will flag transactions that require manual intervention to be dealt with by a person, and will deal with everything else.
- ✓ Adds a level of visibility to unaddressed and unknown decline salvage issues that are not normally visible due to unidentified decline codes.



FOR MORE INFORMATION
FLEXPAY.IO
INFO@FLEXPAY.IO
800.514.1988

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