

CyberSource Account Updater Service



By offering the option to store customer online payment information and implementing automatic subscription renewals, merchants can help accelerate purchases and ensure continuous, uninterrupted services. For merchants, these capabilities reduce the obstacles for payments and help deliver a steady, predictable source of revenue.

Unfortunately, card-on-file capabilities and subscription renewals can become major pain points for both consumers and merchants if payments fail. Changes to credit card numbers, closed accounts, and expired cards can lead to authorization declines that frustrate consumers, prompt time-consuming customer-service interactions, require costly manual changes, and cut into revenues.

CyberSource Account Updater can help your business reduce failed payments by automatically updating changes made to participating Visa and MasterCard payment cards.¹ Adding Account Updater to your payment process keeps customer payment data up to date and helps increase authorization approvals, improve revenue retention, and reduce service costs.

**Reduce risk of
service interruptions
and maintain
revenue flows
by automatically
updating payment
information for
cards on file.**

KEY FEATURES

- ✓ Automatically updates common types of account changes, including expiration dates, account closures, new card numbers, and brand migrations between Visa and MasterCard
- ✓ Continues to operate even if you switch acquirers
- ✓ Seamlessly integrates with CyberSource payment processing platforms and value-added services such as tokenization

KEY BENEFITS

- ✓ Improves revenue retention and reduces risk of service cancellations
- ✓ Helps minimize costs associated with manual updates
- ✓ Reduces unnecessary customer interaction
- ✓ Improves customer satisfaction and loyalty
- ✓ Helps minimize staff contact with payment data

Reduce Failures, Improve Customer Retention

Between 5 and 10 percent of all credit card authorizations fail.² Many of these failures are due to incorrect account information or card expirations.

When credit cards are declined due to outdated information, customers must provide the correct information before they can complete a transaction or continue with their services. That temporary obstacle could cause online shoppers to go to another merchant or discontinue their existing subscription.

Account Updater helps avoid that potentially costly obstacle by working behind the scenes to verify that your customers' stored payment data matches what Visa and MasterCard have on file. Adding Account Updater to your payment process can help reduce checkout delays and service interruptions. By improving the customer experience, you can increase customer satisfaction and boost loyalty. For recurring payments, you can help ensure that you keep revenue flowing, receiving payments on time from valid, accurate credit cards.

Account Updater integrates seamlessly with CyberSource payment processing platforms and other value-added CyberSource services such as tokenization. You can improve management of card-on-file capabilities and recurring transactions without adding complexity.

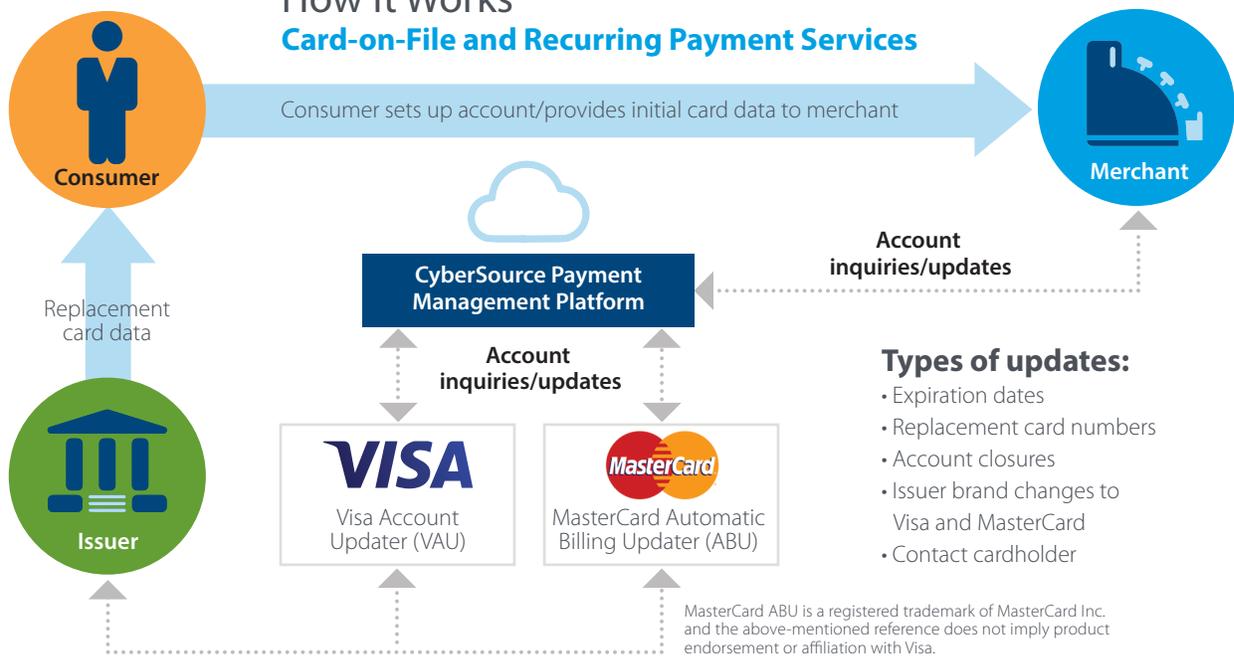
Gain Flexible Workflow Options

Account Updater gives you the flexibility to update account information automatically or manually:

- **CyberSource Auto-Updater:** If you are using CyberSource payment processing services, all accounts saved on the CyberSource network can be automatically checked for updates once a month.
- **CyberSource Upload Tool:** You can manually upload accounts stored on your network that are at risk of having failed payments (such as cards near their expiration date) to seek updates.

Choose the model that fits your environment and helps you maximize the number of payment successes.

How It Works Card-on-File and Recurring Payment Services



¹ The card issuer must be enrolled in the Visa Account Updater program or the MasterCard Automatic Billing Updater.

² See CyberSource, "Assessment of Recurring Billing Failures," 2013, and Spreedly, "Credit Card vs Debit Card Decline Rates: Are Credit Cards Worth the Processing Fees?" May 18, 2017, <https://blog.spreedly.com/2017/05/18/credit-card-vs-debit-card-decline-rates-processing-fees/>