

# Don't let transaction errors cost you customers.



## NETELLER®

Part of the NEOVIA Payment Suite™

NETELLER offers you a program to increase revenue and reduce your costs. The Conversion Optimisation Program delivers increased conversions by providing motivated customers with instant alternatives to help them complete transactions at your site.

For example, most new customers rely on the convenience of their credit card when making online transactions. When they are faced with a decline, you can give them the option of using NETELLER to make an online money transfer to your site. With the Conversion Optimisation Program, your customers will see a customised message that gives them the opportunity to choose another deposit option to fund their account and start playing right away.

### Features

- Customised transaction messaging for your customers
- Unique URLs and monthly reporting
- "Request a callback" service for your customers

### Key benefits

- **Increased conversions.** Quickly guide your customers through payment roadblocks and give them the tools they need to turn transaction declines into first deposits.

- **Increased customer spend.** Provide instant solutions with effective messaging so your customers can start playing at your site.
- **Increased customer retention.** Optimise your customers' experience by providing a simple alternative to fund their account and play at your site.
- **Decreased cost of acquisition.** Leverage NETELLER's Consumer Sales Team through "request a call" to help your customers make first and subsequent transactions.

### Customer experience

- Customer inputs credit card or other payment information at your site's cashier page
- Customer encounters transaction error or decline
- Customised messaging provides your customers with three options to choose from:
  1. Request a callback from our Consumer Sales Team
  2. Self-help link to open a NETELLER e-wallet
  3. Quick sign-in link to access NETELLER account
- NETELLER Consumer Sales guides your customer through sign up and their first deposit on your site.

For more information please contact us at [sales@neovia.com](mailto:sales@neovia.com) or +44 (0) 1223 446040.

Trusted by consumers and merchants in over 160 countries to move and manage billions of dollars each year, NEOVIA Financial™ Plc operates the world's leading independent online payments business. Through the NEOVIA Payment Suite™, featuring NETELLER®, NETBANX®, Net+™ and 1-PAY™ brands, NEOVIA specialises in providing innovative and instant payment services where money transfer is difficult or risky due to identity, trust, currency exchange, or distance. Being independent has allowed the company to support thousands of retailers and merchants in many geographies and across multiple industries.

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