

Drive Global Growth with Localized Payment and Fraud Strategies

Localized customer experience is critical to global success



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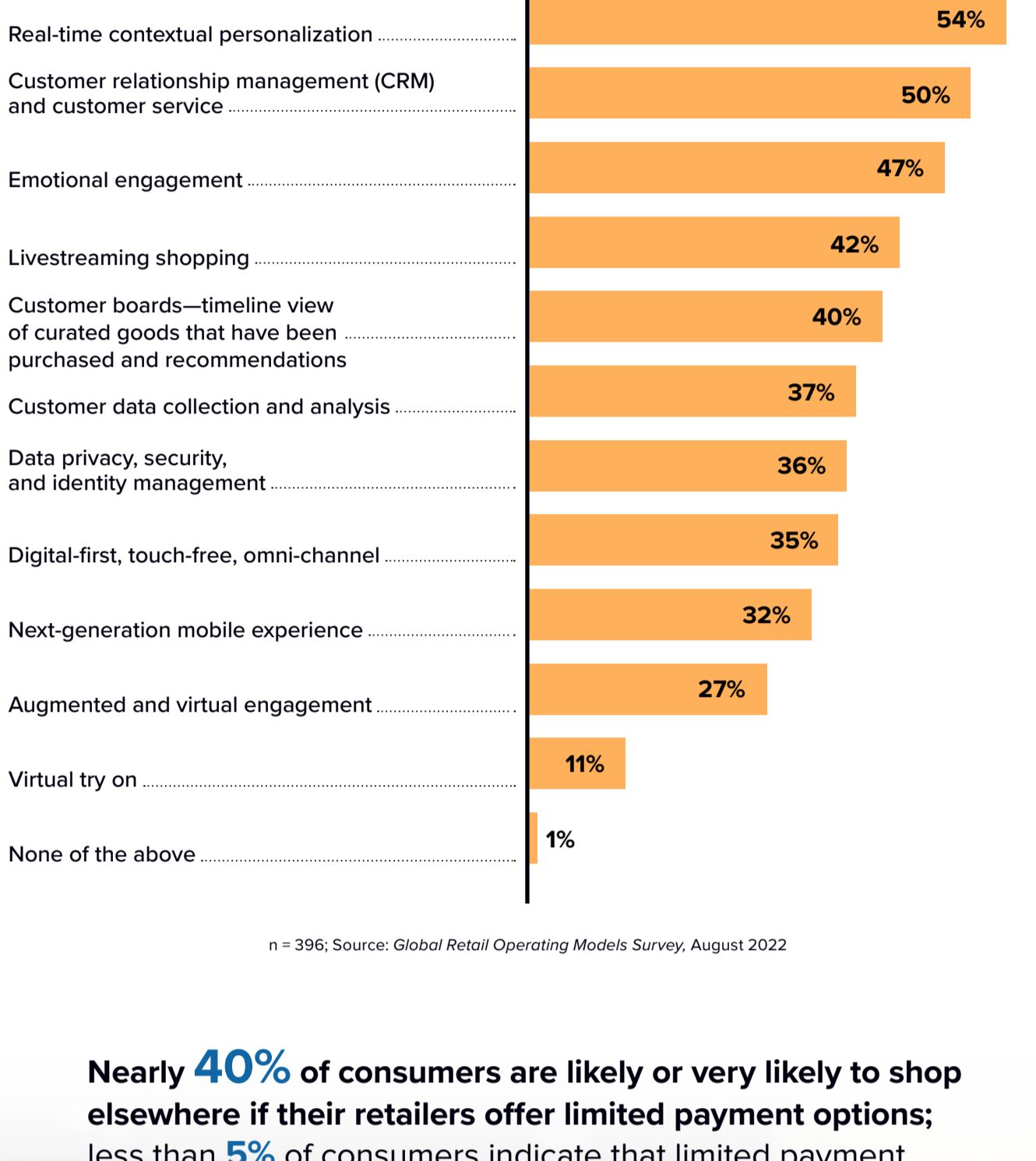
Retailers Want to Go Global



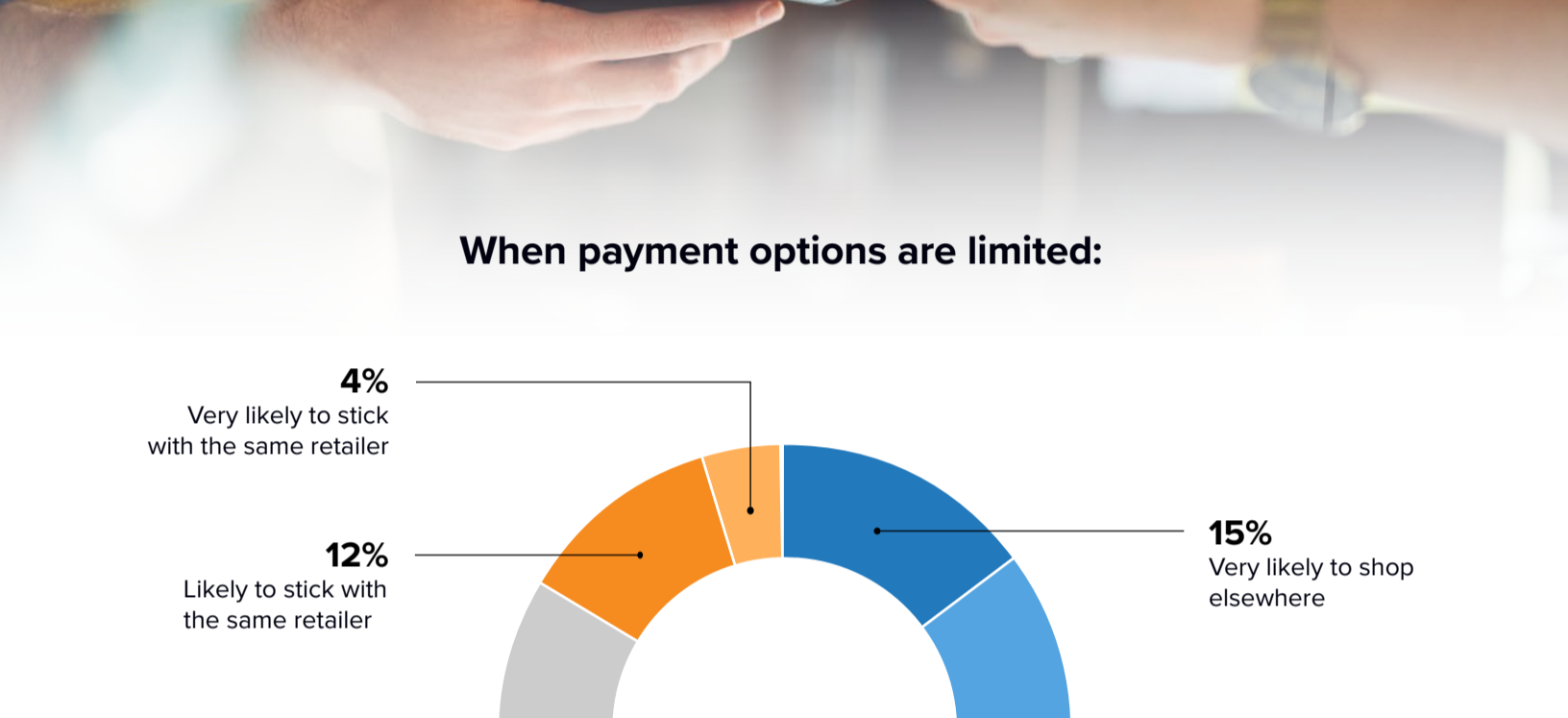
Localized Payments Are Vital to Reaching New Markets

Merchants recognize that new markets require new payment types.

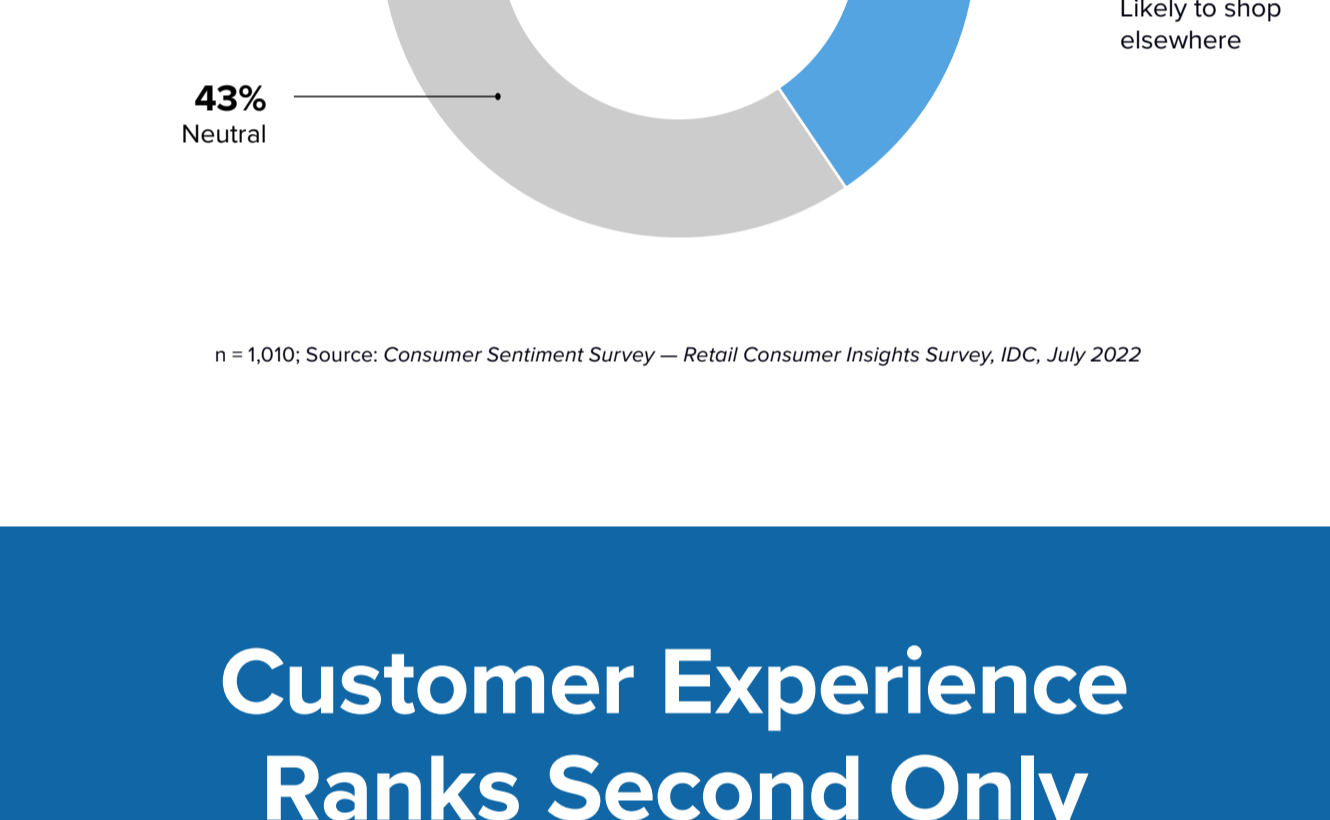
Thinking about customer experience, what are the top specific initiatives/use cases that your company has implemented?



Nearly 40% of consumers are likely or very likely to shop elsewhere if their retailers offer limited payment options; less than 5% of consumers indicate that limited payment options would not impact their choice of where they shop.

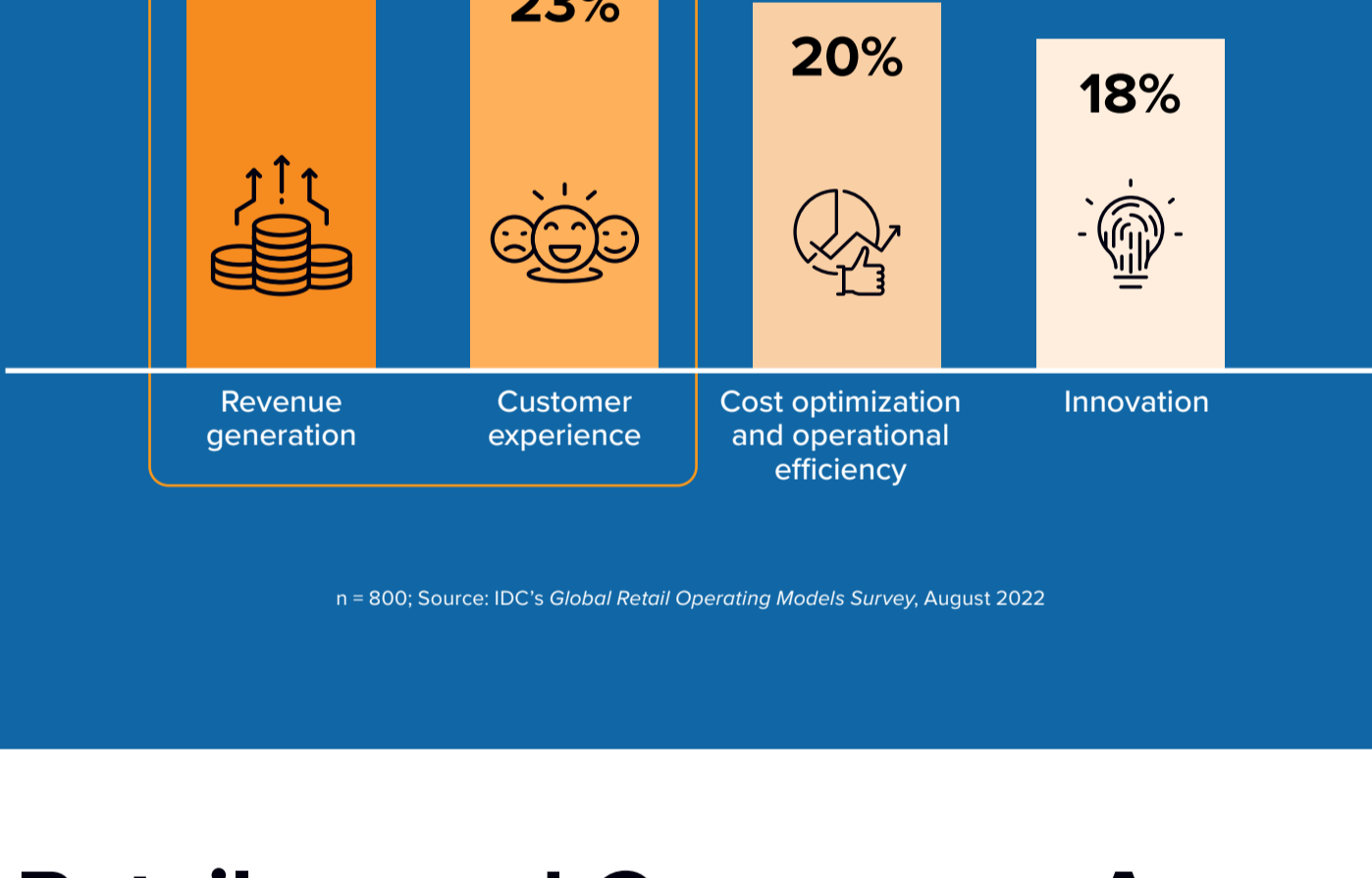


When payment options are limited:



Customer Experience Ranks Second Only to Revenue Generation as a Top Business Priority

Retailers' top business priorities:



Retailers and Consumers Agree: Smooth Payments and Checkout Are Important for a Positive Customer Experience



29% of retailers worldwide said that "executing seamless, frictionless, automated omni-channel retail" was a top priority.

Source: Retail Core Processes and Applications, May 2021

19% of consumers said they were likely or very likely to shop elsewhere if the retailer did not provide a fast and easy checkout.

n = 934; Source: Consumer Sentiment Survey — Retail Consumer Insights Survey, IDC, July 2022

New Payment Types and New Markets Require New Fraud Strategies

Failure to implement a localized fraud management program put both revenue and customer relationships at risk.



Only 31% of merchants are prioritizing fraud prevention.



Localized fraud models must consider both unique local payment types and unique local shopper behavior.

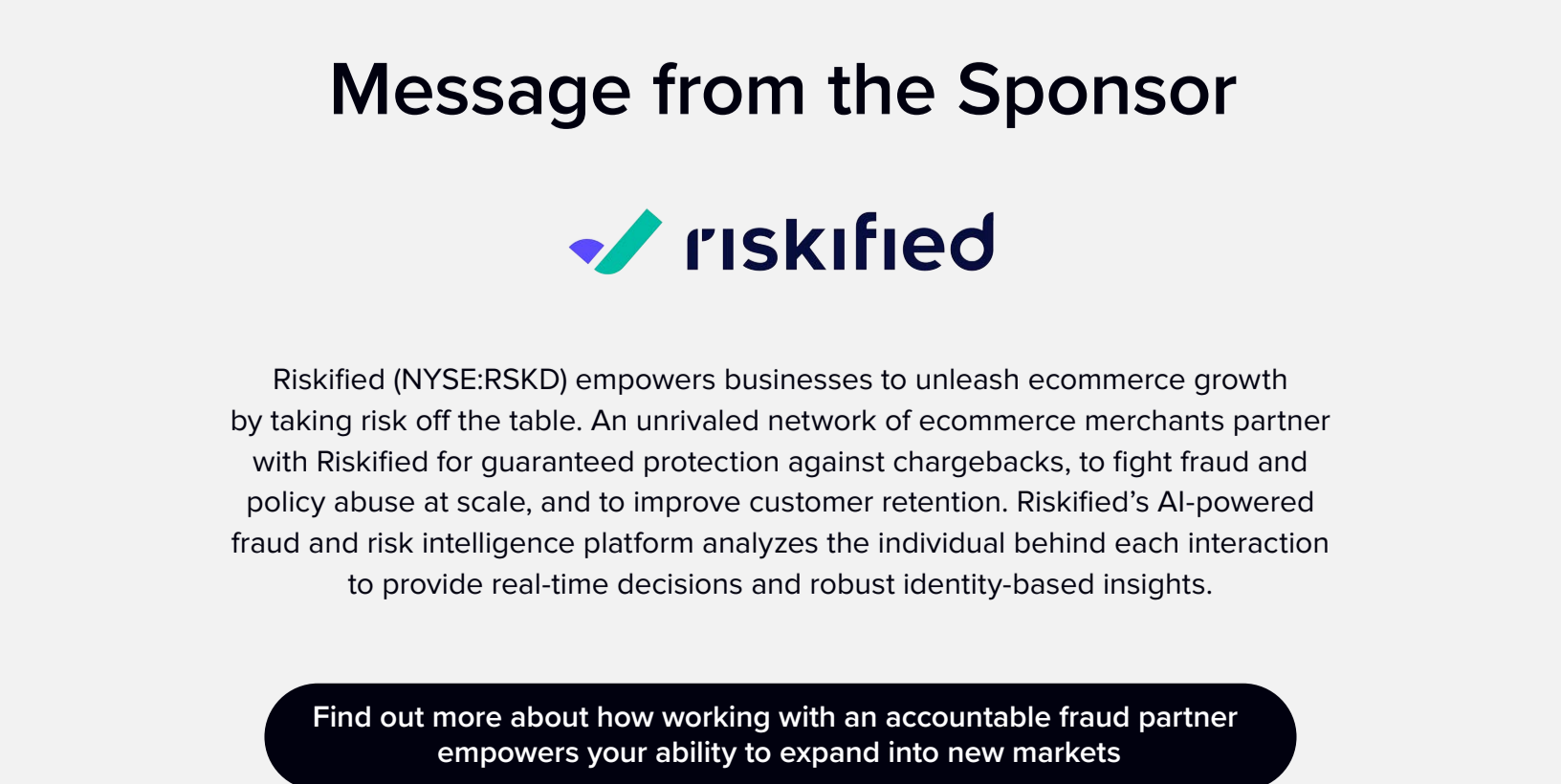


Poorly considered fraud strategies can risk both losses from fraud and reduced revenue from poor customer experiences.

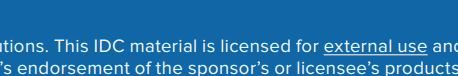
n = 397; Source: IDC EMEA, Global Retail Operating Models Survey, August 2022

To Plan Global, Think Local

When planning global expansion, retailers need to think local for both payment and fraud management strategies.



Message from the Sponsor



Riskified (NYSE:RSKD) empowers businesses to unleash ecommerce growth by taking risk off the table. An unrivaled network of ecommerce merchants partner with Riskified for guaranteed protection against chargebacks, to fight fraud and policy abuse at scale, and to improve customer retention. Riskified's AI-powered fraud and risk intelligence platform analyzes the individual behind each interaction to provide real-time decisions and robust identity-based insights.

Find out more about how working with an accountable fraud partner empowers your ability to expand into new markets