



Refunds: Finding the Right Balance



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Overview

- Introductions
- Key considerations when determining your approach to refunds
- Panelist Discussion
- Wrap Up

Our Panelists

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Key Considerations When Determining Your Approach to Refunds

- Your brand's approach to customer service
 - Customer satisfaction vs profitability
 - Balance between financial and customer impact
 - Refunds as a last resort
- Internal policy consistent with public policy
- Impact on chargeback representations
- Consumer abuse

Key Considerations When Determining Your Approach to Refunds (cont)

- Refund perception will vary by stakeholder
Card Brands, Issuers, Acquirer, Consumer
- Balancing customer satisfaction vs acquirer and the card brand expectations
- Ability to modify policy based on internal or external factors
 - Phasing in changes
 - A/B testing to measure results
 - Measuring impact on consumer experience, brand and chargebacks



Wrap Up