



## 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

