

# GLOBALCOLLECT EVALUATION OF "ISSUING" OPPORTUNITIES

There are significant opportunities for merchants to realise efficiencies within payment acceptance and/or to increase revenues related to payments. As an international consultancy specialised in payments, Edgar, Dunn & Company (EDC) can help identify, prioritize and implement these efficiencies and revenue opportunities.

In partnership with



## Key Benefits

- Our deep expertise in payments since 1978 ensures that we identify all potential efficiencies and revenue opportunities.
- Our geographical expertise in payments includes North America, major Latin America countries, most European countries, Middle East countries and major Asia-Pacific countries.
- Our experience of conducting similar diagnostic engagements for merchants enables us to have access to insightful benchmarking data.
- Our independence is ensured as we are business consultants with no vested interest in selling any technological or processing services.
- Our advice is focused on identifying "quick wins" (changes that can be implemented within 2-3 months) as well as more long-term strategic initiatives.
- Our collaborative approach ensures that potential opportunities are quantified for your specific business and that prioritisation takes into account your specific setup and constraints.

## professional services

The evaluation of issuing-side opportunities uses a pragmatic approach



### Phase 1: External assessment

This phase includes a review of payments-related offers that are promoted by the merchant's competitors, as well as unmet needs among customers in the merchant's sector. It typically involves project activities such as mystery-shopping among competitors and in-depth interviews among customers.

### Phase 3: Opportunity identification and evaluation

Based on the outcome from the internal and external assessment and from EDC's industry knowledge and experience, this phase includes identifying a "long list" of opportunities that are evaluated and prioritized based on criteria such as ease of implementation, size of the opportunity, customer appeal, fit with merchant's business strategy, etc.

### Phase 2: Internal assessment

This phase includes an assessment of the merchant's customer base (e.g. what are the merchant's target segments) and channels (e.g. website, call centers, physical stores, mobile). It also includes identifying any major constraints and merchant-specific characteristics (e.g. IT infrastructure, outsourcing arrangements, attitude to risk, geographic reach).

### Project approach and deliverable

This project involves an elapsed time of 6-7 weeks with external research (e.g. client interviews), 5-6 internal interviews, an internal data request, and 2-3 interactive workshops. The main deliverable is a report that describes the outcome of all three phases and key recommendations (should the merchant pursue any issuing-side opportunities).

Contact your GlobalCollect Account Manager now to discuss opportunities for your business

[www.globalcollect.com/services/payment-knowledge/](http://www.globalcollect.com/services/payment-knowledge/)