

# Secretsales.com



“ Secretsales.com is a specialist online ‘flash sales’ retailer. The company offers designer goods at a slice of the original price to a customer community whose members register on the site. Goods are only available for a limited time so the company’s e-commerce buying and payment capabilities must be second to none. ”

Dilyan Dimitrov / Head of I.T. Secret Sales

## Challenge

Secretsales.com ‘s customer service objective was to provide customers with the ability to buy products and make payments easily during the time window of each sale. But the company’s 3rd party payment gateway was proving unreliable. Their supplier’s payment servers were suffering 3-5 outages per month, some of these outages lasting up to 30 minutes. Revenue was being lost and customers were not always able to buy when they wanted.

## Advantages

- Payment system downtime has been reduced to zero – a key customer service objective
- Community members have expressed delight with the easier ‘token’ payment process
- The advanced Fraud Detection Module is set up and working well
- The volume of transactions processed has already increased by 5% which in turn has led to increased revenues
- Ingenico Payment Services’ European network and collecting services will facilitate eventual expansion into new territories

## Solution

Head of I.T. Dilyan Dimitrov began the search for a reliable alternative. His team first researched other quality e-retailers to determine which payment technologies they were using. They also networked with personal contacts in other organisations and read the industry press online and offline to discover what e-commerce professionals were saying about payment gateways.

### Most Reputable

One name kept coming up again and again in positive reviews and appraisals. This was Ingenico Payment Services, a well-established European payment services supplier with a feature rich platform, an extensive network of banking connections and supporting a very high number of local and international payment methods.

Dilyan's team were excited at the many good reports they heard about Ingenico Payment Services. They quickly set about studying the technical documentation in order to fully understand Ingenico Payment Services' far-reaching capabilities and benefits.

### Two Key Features

There were two features of the Ingenico Payment Services system in particular which Secretsales.com were keen to implement.

The first was Ingenico Payment Services' industry-leading 'tokenisation' process which makes it easier for regular customers to make payments while keeping sensitive card data stored on Ingenico Payment Services' PCI compliant secure servers.

The second was the powerful Fraud Detection Module which allows users to automatically accept, block or review transactions based on 65+ parameters. Amongst others these criteria include geolocation, velocity checks, minimum or maximum amounts, black, grey and whitelists etc.

### Decision Made

Eventually Secretsales.com's management team took the decision to trial the Ingenico Payment Services payment gateway. Dilyan's team made contact with Ingenico Payment Services' UK staff and asked detailed questions about functionality and price. In early 2012 Dilyan's technical staff began to integrate their site with the Ingenico Payment Services servers and customise the gateway to their way of working.

### Expert Advice

Only once did the team require the presence of an on-site Ingenico Payment Services engineer. But the visit was extremely helpful – Secretsales.com discovered useful information about banking processes which allowed the technical team to develop some new systems and make savings.

## Result

The integration to Ingenico Payment Services' payment gateway and the ensuing running of the service have been a soaraway success for Secretsales.com.

Ingenico Payment Services' excellent capabilities and 100% up-time have delivered Secretsales.com a clear cost benefit," says Dilyan. "Having such a reliable system in place will help us with our ambition to become the UK's premier e-retailer in our sector."

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