MAG Mid-Year Conference
Bank of America Merchant Services
February 26, 2019
The evolving payments landscape

Why the status quo is no longer good enough

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February 26, 2019 at 1 p.m.
Learning objectives

Why you should think about payments as part of the customer experience

How to think of payments as a way to drive revenue – and reduce costs

Why payments must have a seat at the digital strategy table
Why is this relevant?
Topic 1: Think more broadly
Topic 1: Think more broadly

• The customer experience is paramount
  - What does this mean at your company?
Topic 1: Think more broadly

- The customer experience is paramount
  - What does this mean at your company?

- Are payments part of the conversation?
  - Why or why not?
Topic 2: The role of payments today
Topic 2: The role of payments today

• Payments should not be considered simply a cost to the bottom line
• Payments’ data can help you:
  ✓ Enhance your marketing plans
Topic 2: The role of payments today

- Payments should not be considered simply a cost to the bottom line
- Payments’ data can help you:
  - Enhance your marketing plans
  - Streamline your digital campaigns
Topic 2: The role of payments today

• Payments should not be considered simply a cost to the bottom line
• Payments’ data can help you:
  ✓ Enhance your marketing plans
  ✓ Streamline your digital campaigns
  ✓ Find potential new customers
Topic 2: The role of payments today

• Payments should not be considered simply a cost to the bottom line

• Payments’ data can help you:
  ✓ Enhance your marketing plans
  ✓ Streamline your digital campaigns
  ✓ Find potential new customers
  ✓ Expand your business outside the United States
Topic 3: Be the driving force of change
Topic 3: Be the driving force of change

• Does your payments team have a seat at the digital table?
• How tearing down the silos can create a better customer experience
• How are you going to do this?
  ✓ Make payments more than just cost
Topic 3: Be the driving force of change

• Does your payments team have a seat at the digital table?

• How tearing down the silos can create a better customer experience

• How are you going to do this?
  ✓ Make payments more than just cost
  ✓ Ensure alignment with all pertinent departments
Topic 3: Be the driving force of change

• Does your payments team have a seat at the digital table?
• How tearing down the silos can create a better customer experience
• How are you going to do this?
  ✓ Make payments more than just cost
  ✓ Ensure alignment with all pertinent departments
  ✓ Consult your payment provider for their expertise
Topic 4: Look beyond the fence line
Topic 4: Look beyond the fence line

- Payments data is more robust than you might think
- You can use payments data to:
  - Make strategic changes to your product or service offerings
Topic 4: Look beyond the fence line

- Payments data is more robust than you might think
- You can use payments data to:
  - Make strategic changes to your product or service offerings
  - Target areas for marketing
Topic 4: Look beyond the fence line

• Payments data is more robust than you might think

• You can use payments data to:
  ✓ Make strategic changes to your product or service offerings
  ✓ Target areas for marketing
  ✓ Determine where you should open a new location
What I hope you have learned

Following this session, I hope you have a better understanding of the importance of payments, and why including payments in your respective work streams can help boost revenue and enhance the customer experience.
What I hope you have learned

Why you should think about payments as part of the customer experience

How to think of payments as a way to drive revenue – and reduce costs

Why payments must have a seat at the digital strategy table
Thank you

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