

Challenges & Opportunities

Card Not Present Transactions

The return of fans at live events halfway through 2021 was cheered by all and met with the need to quickly adapt to the post-pandemic market. This is serving as a catalyst for many sports clubs switching to **cash-free** transactions only. As customers increasingly gravitate towards convenience, personalisation and agility, the need to incorporate new methods of effective payment collection that seamlessly merge physical and digital touch points is more vital than ever. Consequently, we have seen a significant rise in remote or 'card not present' (CNP) e-commerce payments. A 'CNP' transaction is any card transaction in which the cardholder does not physically present the card in question to a merchant.

From processing ticket sales and F&B services remotely to catering to fans with special needs, minimising payment friction nurtures brand loyalty and generates opportunities for revenue growth. However, it also exposes brands to numerous risks if not handled responsibly.

Writing down card details or asking customers for card details over the phone/email is **not compliant with GDPR** regulations, renders businesses susceptible to **card fraud & chargebacks**, and is an **unpleasant experience** for both the customer and employee involved.



20% increase in revenue by 2025

Brands offering a unified commerce experience by frictionlessly moving customers through journeys will see at least a 20% uplift in total revenue by 2025.

Gartner, 2021



What are the Risks involved in Card Not Present Transactions?

Revenue Loss due to Card Fraud and Chargebacks

Taking payment information over the phone is risky, time-consuming and a data protection minefield. Insecure storage and transmission of cardholder data puts your reputation and revenue at risk with frequent cases of card fraud and chargebacks. With advanced payment links, customers are required to authenticate the transaction using their CVV (3 digit code) and 3D Secure. This reduces the risk of chargebacks as liability shifts to the issuing banks.

Revenue Loss due to Bad Customer Experience

Recent studies indicate that businesses that offer more flexible payment options are likely to have an enhanced dialogue with their customers, enabling them to offer a better customer service experience. From delivering bespoke experiences end-to-end to successfully resolving unexpected match-day issues, fans are counting on stadiums to provide electronic self-service options. **Sports clubs who make strategic technological investments to provide an efficient and secure method of remote payment collection, empower customers to feel in control of their experience.** Such brands are able to create a lasting impact beyond the event itself, and attract more repeat customers.

Poor Employee Morale

As stadiums and sports facilities expand from being spaces to hold games to becoming business and leisure centres, the right technology must be implemented to enhance fan experience, optimise resources and collect data to improve performance. By streamlining their payment collection processes, sports clubs can significantly reduce the chances of human error and manual intervention that ties up staff time.

Data Security Breach

GDPR necessitates businesses to protect the integrity of their customer's personal data, while providing a legitimate reason for its retention. With reawakened awareness in PCI obligations surrounding card data storage, customers require payment solutions which offer greater ease and security compared to processing payments over the phone. Organisations that have systems in place that proactively protect their customers' personal card data, communicate their genuine concern for fans and that their brand is consistent in doing the right thing.



360° stadium experience

Creating a connected experience for your customer starts before they step foot in the stadium. Every step of the journey, from pre-event planning to enjoying the game live must be consistent across your tech stack.

Oracle UK, 2021



Combatting Fraud and Building Payment Resilience

Secures Payments

Prommt takes risky telephone and other offline payments through an online, **3D Secure, PCI-Level 1** and **GDPR compliant** payment process. We enable you to sell without worry as our trusted payment links **shift fraud liability to the card issuer**, and outsources card number entry to the customer. As no card details are passed between you, your customers or your staff, the risk of compromised card data is eliminated.

Enhances Customer Trust

With Prommt, you can send fully branded and customisable payment links. Your customers will see a URL they recognise, embedded in your website. Branded payment request emails are delivered from your corporate domain, and SMS from a custom SMSID. **The ability to carry your brand throughout the payment journey helps build trust.** With a mobile optimised experience, Prommt delivers high payment completion rates.

Improves Operational Efficiency

Prommt allows you to **minimise payment administration** with our intuitive and scalable SaaS solution. You can continue to engage in face-to-face or phone conversations, and process ticket sales by following up with branded, personalised payment requests, as well as automatic receipts and notifications, by SMS, email or chat. Recurring payments can be set up to collect staged payments or recover arrears.

Built for Teams

Prommt excels at team management, **access control** and compartmentalisation. Key staff are alerted as soon as a payment is made, and **comprehensive reporting** is available to enable reconciliation of payments and accurate reporting.

Facilitates Flexible Payments

Payment flexibility opens opportunities to enhance the way you interact with customers, building stronger and more enduring relationships. Organisations that use Prommt's **integrated payment communications platform** gain a competitive advantage by offering customers an **easy, secure and more convenient way to pay.** Take payment in multiple currencies, store cards for repeat purchases and set up recurring payments all from our administration portal or orchestrated through the API.



Gartner, 2021

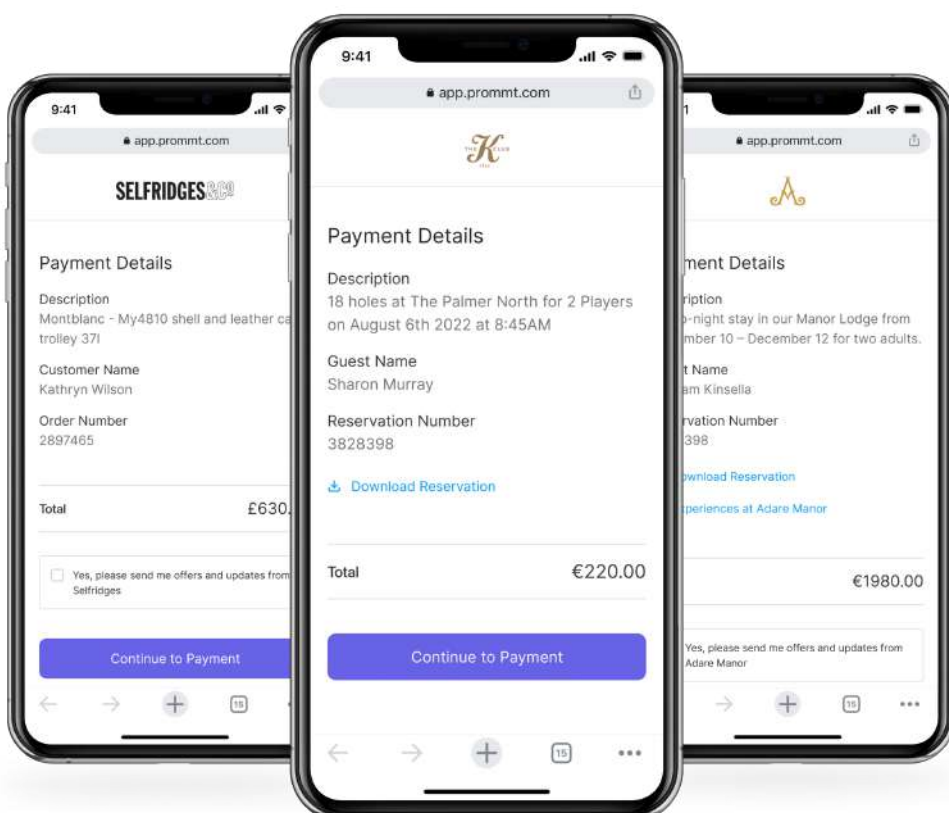
Customer Case Study

8th Highest Earning Football Club in the World

One of the top football clubs of the Premier League recently switched to cash-free payments only. Protecting cardholder data is of utmost importance in this context as it has direct implications on legal and regulatory compliance, as well as revenue. The club wanted to limit the risks associated with the handling of card numbers for hospitality and match day ticketing. In order to upgrade their fan experience, they ruled out common IVR payments and "pause and resume" solutions. Since December 2021, they have been using Prommt's powerful payment requests to:

- Close deals over the phone without the risk of chargebacks and card fraud
- Outsource the entry of sensitive payment card data to their customers
- Store tokenised cards for high spending and repeat guests
- Offer a fully-branded and personalised payment experience for their fans
- Set up payment plans, automatic pre-payment notifications & reminders, and issue refunds

They have seen a substantial increase in the volume of transactions, with a 90% payment success rate. From Finance to Foundation, Prommt is used across multiple teams. On average, staff are now saving 5 minutes per transaction. If a customer is a late payer that needs chasing, saved time is 10 minutes per transaction.



Speak with our team

Arrange a demo and discuss pricing

E: sales@prommt.com

W: prommt.com

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