

# Dynamic Currency Conversion

Enables customers to pay in the currency of their choice at the point of sale.

## The Challenge

Millions of people visit the United States each year, spending money on retail, lodging, meals, entertainment and other items. As a result, businesses are accepting more and more Visa® and MasterCard® credit and debit cards that were issued outside the United States. A large percentage of these tourists and business travelers would rather pay for goods and services in their own local currency. By paying in their local currency, tourists and business travelers can make informed decisions about their purchases and feel confident knowing the exact amount they are paying. Currently, international travelers using credit cards in the United States have to wait for their monthly statement to find out how much their transactions cost in their local currency. This method is inconvenient and often challenging for business travelers who need to keep track of expenses. In addition, both Visa and MasterCard have recently implemented steep fees associated with the acceptance and processing of cards issued outside the United States, so determining the exact expense for a purchase becomes even more difficult.

## The Solution

The First Data Dynamic Currency Conversion (DCC) product is a secure and compliant new credit card processing solution that provides businesses the ability to offer their international customers the choice to pay in their own currency or U.S. dollars (USD). With DCC, businesses can accept foreign MasterCard and Visa cards at the point of sale in traditional

face-to-face transactions, as well as card-not-present (CNP) environments. Customers enjoy the added convenience of paying in the card currency of their choice. In turn, businesses earn additional revenue from conversion fees, all the while providing a higher level of service to their international customers.

In a DCC transaction, both the business and customer know precisely the amount of the sale in the chosen currency, which means no more waiting or guessing at conversion rates or fees. To best support your customers' needs, we currently offer a choice of the world's most widely accepted currencies, which can help you attract consumers from all around the globe.

DCC is a truly international payment solution for the ever-expanding global marketplace. It offers convenience and a level of comfort for international customers to transact business in their own local currency, whether at home or traveling abroad. The flexibility of the DCC service eliminates conversion-rate guesswork, helps businesses expand their customer reach and ensures funding in the proper currencies.

## Here's How It Works

A DCC transaction begins immediately after a credit card is swiped or key-entered. DCC-enabled software recognizes the currency of the cardholder's home country. The customer is prompted for the currency in which he or she would like the transaction to be processed. When the currency has been identified and the customer has agreed to the transaction being processed, a foreign-exchange-conversion rate is applied to the transaction. The point of sale applies the

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rate to the transaction and automatically converts the USD amount to the foreign currency amount. A credit card receipt is generated displaying the USD amount, the foreign currency amount and the rate of exchange. The majority of all cardholders who are offered this choice opt to pay in their local currency. In addition, DCC reporting through our online Remote Access Module (RAM) tool enables you to track and manage your foreign transactions, respond to chargebacks and calculate the revenue your business generates from offering the program. Easy to implement, safe and secure, your DCC-enabled point-of-sale solution can also produce reports detailing both the U.S. and foreign currency transaction amounts to assist with tracking.

## Help Your Business

- Earn additional revenue generated by conversion fees, growing as international cardholder volume increases
- Eliminate exposure to foreign-exchange-rate risk
- Reduce your total cost of acceptance
- Offset existing association fees directly associated with accepting international credit cards (i.e., Visa® ISA, MasterCard® ASF and cross-border fees)
- Increase customer satisfaction and loyalty
- Attract new customers and win business over competitors

## Help Your Customers

- Make payments in the currency of their choice without hidden charges or fees
- See complete transaction details, matching cardholder statement, with dual currencies printed on the receipt
- Purchase with full disclosure of the exchange rate being applied to the transaction
- Receive up-to-date rates of exchange based on wholesale Reuter's rate
- Make educated and informed purchases

## Features

- International credit cardholders pay in their card billing currency
- For traditional face-to-face and eCommerce businesses
- Instantly converts price from U.S. dollars into chosen currency
- Business receives same funding had transaction been in U.S. dollars
- Supports 36 global currencies
- Guaranteed rate of exchange
- Generates POS receipt that matches cardholder statement
- Brings in conversion fee revenue
- Provides a level of reassurance to foreign clients
- Secure, compliant and fully transparent transactions

## Partner With First Data

Get more value from your eCommerce payment process with differentiated products and support that:

- Streamline implementations across your entire organization
- Optimize your payment process
- Improve product integration across processes and channels
- Scale for future needs
- Minimize risk while addressing compliance

## A Global Leader in Electronic Commerce

First Data powers the global economy by making it easy, fast and secure for people and businesses around the world to buy goods and services using virtually any form of payment. Serving millions of merchant locations and thousands of card issuers, we have the expertise and insight to help you accelerate your business. Put our intelligence to work for you.

**For more information, contact your  
First Data Sales Representative  
or visit [firstdata.com](http://firstdata.com).**