

# Global ePricing

## Challenge

In today's global economy, consumers can easily purchase goods and services from U.S.-based merchants whether they are in Paris, Texas, or Paris, France. Unfortunately, when shopping at a U.S. merchant's Web site, typically, the consumer's only option is to complete the transaction in U.S. dollars, often resulting in currency conversion fees and a less-than-stellar customer experience.

International consumers often feel more comfortable completing their online transactions in their "home" currency and, when they feel more comfortable, they purchase more. Therefore, U.S.-based eCommerce merchants want to provide their international customers an "in country" shopping experience, but still receive funding for these transactions in U.S. dollars.

## Solution

The Global ePricing product is an innovative solution that helps to meet the needs of both the merchant and consumer. This solution is designed for the card-not-present merchant who wants to open new markets or provide enhanced services to their customers by offering goods and services in one or more foreign currencies, accept payment in those same currencies, but ultimately receive funding in U.S. dollars. It meets the needs of the merchant's international consumers who want an "in-country" shopping experience where products and services are displayed and sold in their "home" currency also improving the on-line shopping experience. Additionally, when a consumer agrees to pay in their credit card billing currency, they will likely avoid any conversion fees from the issuer.

## How It Works

Merchants establish pricing for their goods and services in the desired foreign currencies and display the information on their Web site accordingly. When the consumer makes a purchase in one of the specified currencies, the merchant sends the transaction to First Data by using a Global ePricing certified connection. First Data authorizes and processes the transaction for the amount and in the currency submitted and uses conversion rates provided daily by Visa and MasterCard to convert the transaction to U.S. dollars for funding to the merchant. The transaction is processed so that the consumer is charged in his or her "home" currency, and the merchant is ultimately funded in the U.S.-dollar equivalent.



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## Helps Your Business

- Potential for increased sales, as customers are more comfortable completing an online transaction in a familiar currency
- Less chance of shopping-cart abandonment, since no conversion is required of the customer's transaction amount
- Easy to implement into daily operations
- Transparent functionality

## Helps Your Customers

- Provides an enhanced user experience because users receive an "in-country" look and feel while shopping with their native currency displayed on the merchant's Web site
- Economical – it is likely that no conversion fees are passed to the customers by their issuer, since no direct conversion of the transaction amount occurs during settlement
- Easy to understand because all transaction amounts are displayed in the customer's home currency

## 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).**