



FIRST DATA MERCHANT SERVICES CUSTOMER SUCCESS STORY:

## Fusion Group Looks to First Data for End-to-End Transaction Support

### Client

Fusion Group

### Challenge

Improve payment capabilities for the Fusion Group's many sales locations and enable easy reconciling of all transactions across the company

### Solution

First Data's point-of-sale technologies combined with advanced reporting capabilities

### Results

- Sales have increased from £40 million to £105 million
- Staffing hours have decreased due to more efficient back office capabilities

Fusion Group is a multinational company that manufactures and distributes parts and fittings for gas, water and electricity markets worldwide. In the United Kingdom alone, Fusion Group's operations include sales depots dotted across the country. Therefore, the company required a payments partner that could process transactions in a way that allowed easy reconciliation of each payment to the proper account. Fusion Group also needed a partner that could quickly and effectively support point-of-sale equipment and also help with fraud reduction.

Fusion Group partnered with First Data.

"It's fair to say that First Data and the point-of-sale machines are integral to the Fusion Group's credit services," says Janet Hicklin, Internal Credit Manager, Fusion Group of Companies.

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**I'm highly satisfied with the support from First Data from installation of the point-of-sale machines to rate reviews, fraud prevention and the regular support we receive from their staff.**”

Janet Hicklin, Internal Credit Manager, Fusion Group of Companies

### **The Challenge**

The Fusion Group serves electric, gas and water companies around the globe by manufacturing and distributing parts that they need for their pipelines. In order to maintain positive relationships with customers, the company decided to begin accepting credit and debit card payments. They sought a payment provider that could also provide and support an efficient, secure network of payment devices at each sales depot within the United Kingdom. Additionally, the company needed a simple way to reconcile the credit and debit transactions. Each transaction needed to be routed to the company's bank account and matched to the proper customer account.

### **The Solution**

In 2007, the Fusion Group chose to partner with First Data, which supplied each of the Fusion Group's sales depots with point-of-sale terminals. Additionally, First Data provided tracking and reporting that enabled the Fusion Group to more efficiently manage the back office tasks associated with sales, making credit and debit payment acceptance simple to manage. First Data also provides Fusion Group with fraud prevention services, alerting them when a payment transaction is uncharacteristic of their normal business.

As part of the ongoing relationship, First Data is always on-call to help sales representatives troubleshoot any technology issues, provide new terminals when needed, and to suggest newer technologies and systems that may help the Fusion Group improve efficiencies and save money.

### **The Results**

“Since partnering with First Data, we've grown from £40 million to £105 million in sales, so obviously we've had more transactions since we started using First Data's machines,” says Janet Hicklin, Internal Credit Manager, Fusion Group of Companies. “We consider them quite successful.”

Beyond the increased sales, Hicklin reports that the Fusion Group has been able to reduce the Credit Services staffing hours because First Data's reconciliation and reporting solutions have streamlined their responsibilities.

“At the end of each month, we receive a statement from First Data for each merchant number, for each location, and that is reconciled back to the data on Fusion's system,” explains Hicklin, who also reports that First Data provides prompt and helpful support when she needs it.

“If ever there's an issue with any point-of-sale machines at any of our depots, they can ring First Data direct and the machine is replaced, no questions asked,” she says. “It's hassle-free, fuss-free and we've just not had any issues.”