

Gorgeous Shop partners with Ingenico Payment Services to process its international online payments



“ The decision to partner with Ingenico Payment Services to manage our online payments was a key component of our international expansion plans. We recognised that as we expanded internationally the achievement of high conversion rates would depend on our ability to provide different international, local and alternative payment methods ”

Ruth Salisbury / Director, Gorgeous Group

Challenge

Gorgeous Shop operates a number of high street stores and is also a rapidly growing UK online luxury beauty store offering a huge selection of professional products including hair care, skincare and cosmetics.

Processing over 15,000 orders each month, the online shop offers a convenient way for customers to purchase their favourite products. The secure e-commerce platform has evolved to give customers a convenient, value driven shopping experience, supported by first class pre/post sale customer service and logistics.

The company has grown significantly over recent years and in particular has experienced far reaching international growth in new markets overseas. To support this growth even further and maximise the full revenue potential, Gorgeous Shop required an international payment gateway partner that was able to provide a consultative approach with the expertise and experience in delivering this.

In summary, Gorgeous Shop required a secure online payment platform with a diverse range of services and the capability to support popular local, international and alternative payment methods in conjunction with fully managed fraud prevention tools.

Partnering with Ingenico Payment Services

As part of its international expansion, Gorgeous Shop wanted to offer its customers convenient, secure, online payment solutions and was looking for an established payment service provider to assist them with their international expansion strategy.

Solution

In choosing Ingenico Payment Services, Gorgeous Shop recognised the company's extensive knowledge of payment processing, its customer experience and international capabilities. The online store recognised the importance of having a fully localised approach to payment options allowing their customers to checkout using their preferred payment methods to increase conversion and maximise revenues.

Ingenico Collect

In order to support multiple payment methods, Gorgeous Shop decided to add Ingenico Collect which allowed them to have a one-stop payment solution offering the preferred payment methods of their customers with one single contract. This was a far more efficient and cost beneficial approach as it avoided the need to source individual contracts with each payment method. Through a single integration with Ingenico Payment Services, the online store now has access to multiple international, local and alternative payment methods including iDEAL for the Netherlands, GiroPay and Sofort for Germany to name just a few examples.

Ingenico Fraud Expert – best in class fraud prevention tool

To help Gorgeous Shop's protect their business from fraud, Ingenico Payment Services proposed Ingenico Fraud Expert. This rule based fraud engine provides multiple advanced layers of fraud detection. It combines business knowledge with Ingenico's up to the minute fraud intelligence and community rules to create a global risk score – the ideal framework for judging when to block, accept and review transactions with impressive results.

Main Benefits

The solution was rolled out successfully and brought about the following key features and benefits for Gorgeous Shop:

- Secure online payments
- Acceptance and settlement of multiple currencies
- Improved conversion rates and maximised revenues
- Support for international, local and alternative payment methods including Visa, MasterCard, Maestro, iDEAL (for the Netherlands), Sofort and giroPay (for Germany), Bancontact / Mister Cash, ING, Belfius, KBC/CBC for Belgium and many others
- A single contract for preferred payment methods across Europe via Ingenico Collect
- A single platform and technical integration
- Tokenisation for repeat transactions which helps increase conversions significantly
- A seamless check-out experience

Gorgeous Shop international development strategy

Gorgeous Shop has successfully launched EU, Danish and Swedish webshops and is developing similar initiatives for other countries around the world to continue their expansion.

"Ingenico Payment Services is an ideal partner. As well as giving us a highly secure way to make online payments, they provide an easy implementation plan to meet our expansion strategy enabling us to add local and international payment methods in the future"
Ruth Salisbury Director, Gorgeous Group.



Founded in 2007, Gorgeous Shop is one of the leading online luxury hair care and beauty retailers in the UK, offering a huge selection of professional hair care, skincare and cosmetics. It stocks more than 8,000 products supplied directly from over 100 brands including bareMinerals, Clarins, Decl  r, Elemis, K  rastase, L'Or  al and Redken. Gorgeous Shop also provides products from new emerging brands plus products from complimentary market sectors.

Gorgeous Shop specialises in providing the latest beauty-must-haves at a fair price, delivered to your door in a timely manner and delivers the very best in beauty to thousands of people every week. Gorgeous Shop also provides products from new emerging brands plus products from complimentary market sectors that enhance our customers' choice.

More information on www.gorgeousshop.co.uk