

Forex: optimising payments performance

Infographic | 

This infographic will outline key payment challenges, important factors for optimisation and steps to improve payments performance within the forex sector.

Optimising payments performance is an important process for all businesses to undertake.

74%

Despite these challenges, 74% of payment professionals working in the forex industry are excited to learn more about improving payments performance. Payment knowledge is essential, but it is integral to have the following steps in place for optimisation.

74% of payment professionals in Russia

70% of payment professionals in Poland

agreed that they need to make inroads with payments in the next 12 months.

66% out of those working in forex

agreed that they needed to make progress over the next year.

Payment challenges:



Customer demands



Integrating touchpoints



Lack of efficiency in payments

50%

Payment professionals can recover up to 50% of lost revenue if they commit to optimising their payments performance.

Most important factors for optimisation:



Efficient processing through gateway

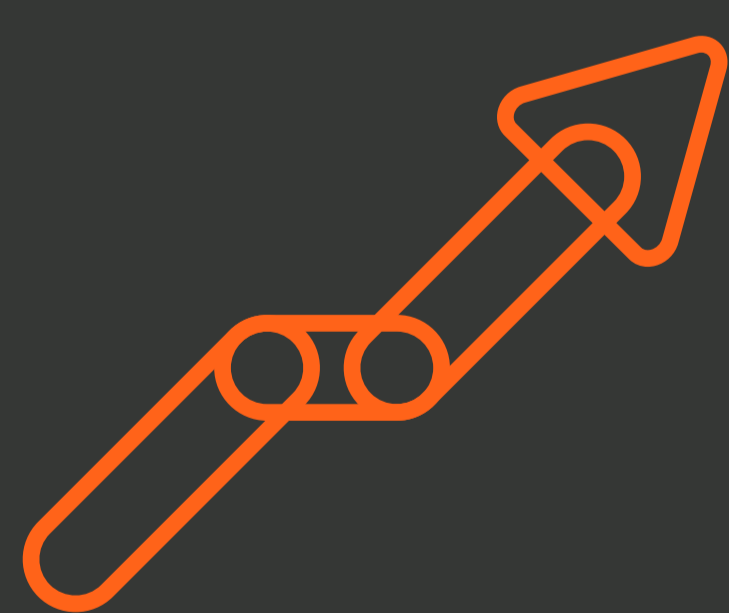


Optimising payment pages



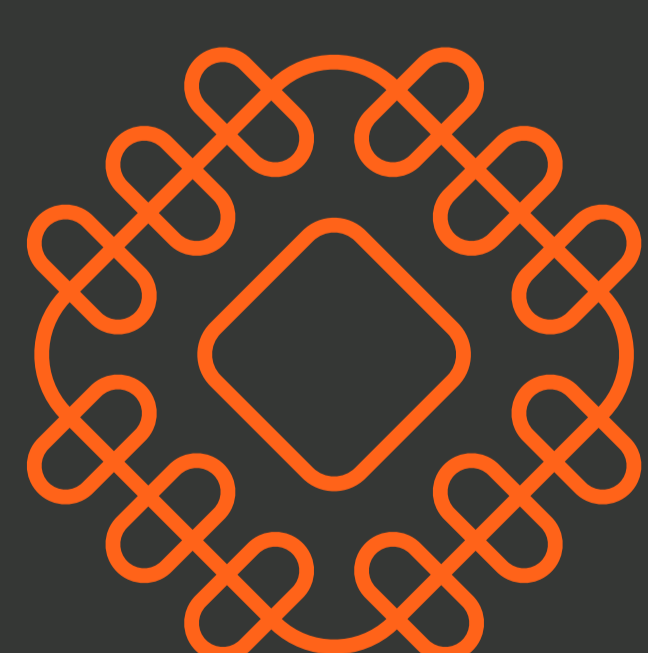
Analysing fraud data to set better rules

Steps for improving payments performance:



Better data leads to better decisions.

Our research showed that 80% of payment professionals operating within the forex sector believe they could increase revenue by better leveraging payment data.



A well-structured payment ecosystem.

70% of forex payment professionals say they are losing revenue through shortcomings in their payment gateway. It is important to have a fast and secure system to process transactions.



Demonstrate small wins.

Proving the commercial value of payments performance is a good way to secure further investment in this area and show the importance of optimisation.