

Optimising payments performance in Italy



Infographic

This infographic will outline key payment challenges, important factors for optimisation and steps to improve payments performance in Italy.

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

80% of payment professionals operating in forex

71% of payment professionals operating in retail

believe that they could increase revenue by better leveraging payment data.

75% of payment professionals based in Italy

also agree that payment data can be used more effectively to improve revenue. Our infographic will discuss how the role of data, alongside the optimisation of other processes, can be maximised to achieve better results.

75%

Despite these challenges, 75% of payment professionals working in Italy 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.

Payment challenges:



Fraud and security risks



Increasing customer demand

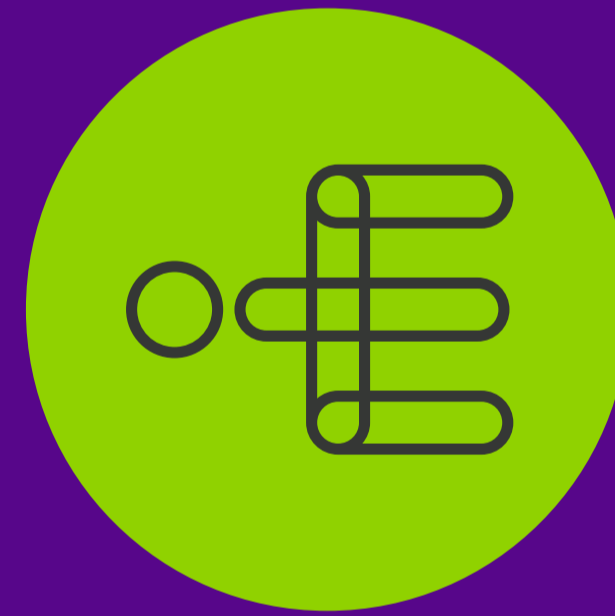


Integrating touchpoints

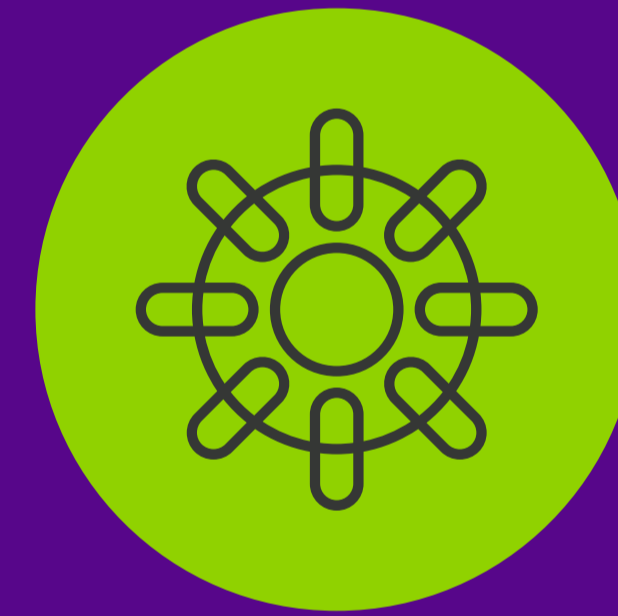
50%

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



Managing chargebacks efficiently



Analysing fraud data to set better rules

Steps for improving payments performance:



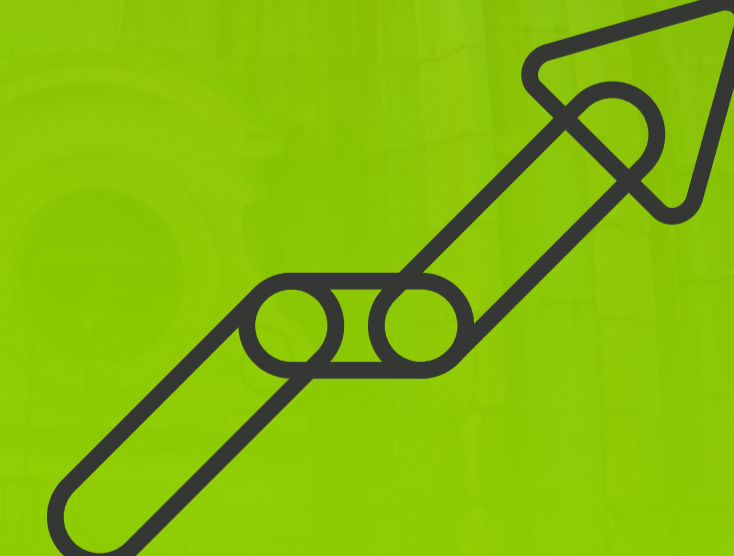
Align teams' KPIs with commercial objectives.

Our research demonstrated that only 9% of Italian payment professionals would say that their personal or team KPIs support commercial goals. Aligning objectives will help drive unified business development.



Implement data insights more effectively.

Just 25% of payment professionals in Italy say that their use of data to inform decisions is good or excellent. In-depth analysis of data can help monitor and overcome security risks.



Create agile and scalable payments culture.

It is important to remain flexible and reactive whilst planning for future growth. Aim to provide a scalable payments infrastructure that will accommodate the implementation of long-term business goals.