Decline Salvage

Recover Lost Transactions and Retain Recurring Customers

VERIFI

INCREASE CUSTOMER RETENTION AND LIFETIME VALUE

Verifi's proprietary logic optimizes customer conversion rates by minimizing declines and increasing profitability

Recover Customers That Would Otherwise Be Lost To A Payment Decline

Recurring customers are valuable: Research suggests that acquiring a new customer is 5-10 times more expensive than keeping an existing customer. Verifi has worked closely with it's banking partners to understand why declines occur and the logic necessary to salvage the customer.

Verifi's Decline Salvage maximizes approval rates by eliminating unnecessary declines.

Card-not-present (CNP) merchants, experience a higher frequency of declined transactions. Verifi developed Decline Salvage, a proprietary logic that resubmits previously declined transactions to recover revenue that merchants might otherwise consider uncollectable.

Verifi evaluates several characteristics including day of month, BIN, and network response code to enhance and evolve the Decline Salvage

HOW IT WORKS

① Merchant delivers "dead file" (recurring transactions that cannot be authorized) to Verifi.

② Dead file is run through Verifi's Decline Salvage solution resulting in transaction approvals and an increase in revenue.

③ Merchant pays Verifi only upon success.

BENEFITS

No Risk/All Reward

Increase Customer Retention and Lifetime Value

Recover Declined Transactions from Dead Files

Quick and Simple Implementation

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