

worldpay
from FIS

betcris

BETCRIS UPS ITS GAME WITH OPTIMIZED SERVICES

World-class sports betting gets a world-class payments experience with Worldpay from FIS

In the places sports betting is allowed around the globe, Betcris is providing secure, accessible betting options on major sporting events including horse racing and casino games. Providing 24/7, legal online

sports betting and entertainment, Betcris strives to protect the safety of its clients' personal information and the integrity of their transaction records.



Convert sales and save

“At launch, we had an acceptance rate of 30 percent, which is very low. So we started working with the Worldpay team on how we could optimize. Now we have acceptance rates between 70 and 80 percent. And in some countries, it’s higher.”

–Carlos Soto, Betcris Head of Payment Solutions



Pay and get paid your way

Placing high value on the payout experience, Betcris dedicates significant time and resources to ensure that their clients get paid in the fastest way possible. However, global currencies presented a problem for their payment processing. They needed a partner who could offer a single solution that would help them serve a worldwide audience. So Betcris turned to a leader in global payments – Worldpay from FIS.

“With Worldpay, what we have done is dedicate ourselves to optimize one product for all of our countries,” says Betcris Processing Manager Andrés Vargas. “They facilitate us in our work. We’re dedicated and focused because Worldpay’s product works according to our needs.”



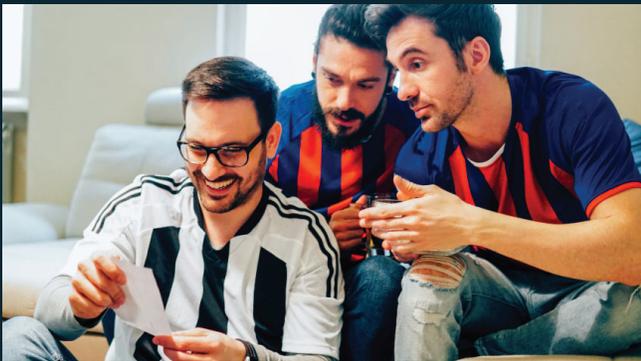
Protect your revenue

Providing a simple, effective user experience, Betcris was able to extend its reach, increasing business and gaining loyal customers around the world. But along with fast and easy payment, Betcris strives to offer a safe and secure gaming environment, too.

“The security of our clients is really important,” Andrés explains. “And it’s very important if we are going to do business with a payment

processing company that they meet all the required international standards so they can handle every part of our payment processing.”

Employing Worldpay’s solutions and tools to combat fraud, Betcris has been able to safeguard sensitive customer information while maintaining acceptable industry margins.



Betcris
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30%
acceptance
rate

- to -

70-
80%
acceptance
rate



Grow with experts

“Now that we’re in the Worldpay family, we’ve noticed that it’s a very solid company, that it knows what it’s doing, and they’ve really helped us grow as a company,” Andrés says. “We’ve had people on the Worldpay team dedicated to us, and the knowledge and experience of their people, our account manager, the structure of the optimization team ... that’s where we’ve found great value.”

As Betcris continues its partnership with Worldpay, they look forward to new opportunities and future expansion.

“We hope to keep working hand-in-hand with Worldpay,” Carlos adds, “to continue earning good numbers, and I hope we continue for many more years and keep growing in more markets.”

To find out how Worldpay can help support and grow your cross-border commerce, get in touch today.