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PAZIEN REMOVES BACK-OFFICE ROADBLOCKS FOR BUILDING GROUP CHADWICKS

Established in 1902, Chadwicks is Ireland's leading supplier of building and plumbing materials. Now a part of the Grafton Group, the firm employs 1,300 staff nationwide serving everyone from major corporate building clients and retailers to individual DIY customers. Chadwicks prides itself on its highly trained staff, competitive prices and large range of products – with customer service front-and-centre of everything it does.



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Backroom challenges

Like any building supplier, Chadwicks is constantly looking for ways to improve its margins and innovate. Continued revenue growth, strong cash flow and a healthy balance sheet are a must to keep shareholders happy and the business moving in the right direction.

The firm wanted to improve its back-office processes by providing staff with more visibility and control of their payments, according to Cash Manager, Ellen Conry. With 39 branch locations all settling into one centralised account, there was a concern that backroom operations were becoming inefficient, costing the firm extra time and money and eating into margins.

Why Worldpay?

Chadwicks had been working with Worldpay for over a decade, having been first attracted by the reliability of the service, dedicated customer support team, and their key PCI DSS support.

To improve productivity in its back-office functions, Chadwicks opted for Worldpay's new Pazien payments analytics platform. Pazien automatically harvests data from a customer's processor, acquirer and gateway – retrieving files daily and normalising the data to provide actionable insight. The insight it offers helps businesses like Chadwicks to speed up reconciliation, optimise authorisations, reduce the impact of chargebacks, and identify trends to drive business growth.



“If there is an issue with the cards reconciling daily, we can use Pazien and instantly pinpoint a transaction or issue, making the reconciliation time quicker. This also saves time at month-end account preparation,” Conry explains. “The reaction has been very positive. To date our head office team has saved a lot of time instead of either calling Worldpay customer service or troubleshooting with the local branch.”

Productivity up, overheads down

Thanks to Pazien, Conry and her team have been able to save significant amounts of time on reconciliation of credit card settlements from across Chadwick’s 39 branches nationwide. Functionality such as being able to download a selected range of data into excel for further scrutiny; the ability to search for amounts and partial card numbers; and the ability to filter by merchant ID, date and other factors have all streamlined the firm’s admin processes, she says.

Pazien has not only enabled Chadwicks to improve back-office productivity and minimise admin overheads, but also generate new insight into the business. It has already been used to establish the value of card-not-present (CNP) transactions by location, for example.



Growing the business

In the future, Conry and her team plan to make more of the data generated by Pazien to improve business performance, and to extend its capabilities nationwide to the rest of the company.

“Pazien offers many ways to track customer data that we have not taken advantage of as of yet, but most likely will in the future,” she says. “At present we have just given access to our head office, but we will be giving access to individual branches in the coming months – which we can do on a branch by-branch basis via the portal.”

That’s just part of a wider plan to incorporate Worldpay more fully into the business, by integrating card payments with a new POS system.

“Pazien is a highly reliable service,” concludes Conry. “We receive our funds quickly and securely, and Worldpay is always there to address any issues. We have a great working relationship.”

Worldpay will be on hand to support Chadwicks every step of the way as it continues to add value for customers and shareholders alike.