Merchant Onboarding with PegaRULES Process Commander®

Capgemini's rules-based solution helps acquirers process merchant applications quickly and accurately, leveraging existing IT assets.

The dramatic growth of electronic payment methods, increase in regulatory complexity and rise of multinational merchants are pressuring acquirers to offer competitive terms to attract merchants while providing a comprehensive range of services to retain loyalty. Merchants are seeking increased information transparency, and faster and simpler interaction processes with their acquirers.

For many acquirers, the merchant onboarding process is a time-consuming, inflexible and costly operation which involves disparate systems with multiple user interfaces. The ability to offer a faster, straight-through and lower cost solution gives acquirers a competitive edge by lowering barriers for merchants to switch acquirers, and providing large multinational merchants the ability to onboard new locations quickly and easily.

People matter, results count.

An end-to-end merchant onboarding solution for acquirers

Capgemini collaborated with acquiring processors, banks and Pegasystems to build an end-to-end solution to onboard new single store or store chain merchants. Our Merchant Onboarding solution helps leading acquirers:

- Gather merchant information down to the point of sale terminal level
- Perform real time duplicate check
- Calculate risk score
- Capture external fraud and credit bureau scores
- Interface with payment and authorization switch
- Integrate with the acquirer's existing merchant account system.

As a leading global provider of cards and electronic-payments processing solutions, Capgemini can help you implement our integrated, end-to-end Merchant Onboarding solution that incorporates the complete merchant onboarding value chain from merchant to stores to terminals.

Capgemini's Merchant Onboarding solution has been developed with PegaRULES Process Commander 6.2 and includes mobile onboarding, on-demand reporting, dashboards and customizable business rules which can be set by business users without IT assistance. The system gives business users transparency into the process and empowers field agents to initiate onboarding requests using mobile devices regardless of their location. Our solution also supports scanned upload of all required documents and signatures to further speed the application process.

Using Capgemini's solution, acquirers can create a new merchant account, a new store under an existing merchant account and a new terminal under an existing store to support various merchant scenarios. This includes multiple stores for a merchant and all the terminals for a single store.

5 Reasons to Consider Capgemini's Merchant Onboarding Solution	
1	Automate workflow and routing based on pre-defined logic
2	Enable business users to define and modify business rules on the go without any help from IT
3	Create out-of-the-box or customized reports and dashboards to support transparency for business stakeholders
4	Use built-in service level agreements and provisions to trigger escalation in the event of a breach
5	Gain end-to-end visibility for the entire merchant onboarding process

Accelerate merchant onboarding by an order-of-magnitude through automation

The typical merchant onboarding process is mostly manual with many potential points of failure. An acquirer representative or an external commission agency armed with brochures and books must visit the merchant's premises. If the merchant then wishes to join the acquirer, the pre-defined paper application form is completed and sent to the acquirer's processing center once the agent returns to their office.

The back office staff must then conduct an initial check after they re-enter the details into the system. If a transcribing error occurs, the verification cannot be completed, necessitating further communications with the merchant. A physical verification of the details provided by the merchant is then done at the back end, sometimes involving field inspection of the merchant location.

Once creditworthiness has been established for the merchant, the application goes through an internal risk analysis. Afterwards, the application is sent to external fraud and credit bureaus. This process could be an online process involving a separate system, or an offline process. When the results are received, they are fed into the system for the application to move forward. The application is then passed on to a credit manager—one or multiple levels—for final approval.

The overall process can take up to six weeks with tracking often managed on paper or spreadsheets.

A New Way to Manage Onboarding

Capgemini's Merchant Onboarding solution includes automation and management agents that capture the merchant-application data during the very first contact through a mobile application. Details can be verified and credit checks initiated immediately. Any keying issues are resolved on the spot.

Workflow-driven financial assessments can be conducted quickly and accurately. Tracking is provided by the Merchant Onboarding system where business-driven service level agreements can be set to ensure prompt reviews and appropriate follow to resolve any bottlenecks. Supported by reliable data capture, integrated-workflow processing and communications, the merchant application approval decision, can be accomplished an order-of-magnitude faster, in as little as a couple of days, and with a greater degree of confidence versus traditional manual processes.

Capgemini's Merchant Onboarding solution is entirely configurable so the business rules for credit agency checks or service level agreements can all be created within the application to meet an acquirer's specific requirements.

Benefits of Capgemini's Merchant Onboarding Solution	
Reduced Cycle Time	Predefined and customizable business rules and parameter-based decisions and routing improve the efficiency of operators and greatly reduce processing time.
Single Source for Changes	Easily modified to make any additions or changes to the functionality while maintaining integration to backend systems.
Regional Support	Single user interface greatly simplifies multi language support. Regional requirements such as additional fields can be easily added to the user interface.
Flexible	Supports quick changes to the process flows and decision rules to enhance functionality and allow the acquirer to respond to new requirements and market trends.
Shorter Onboarding Time	A streamlined onboarding process eliminates complexity and helps merchants accept transactions faster.
Reporting	Out-of-the-box reporting includes business activity monitoring, dashboards, audit logging and configurable alerts. All reporting is fully customizable.

For more information, contact us at: **cards@capgemini.com** or visit: **www.capgemini.com/cards.**

About Capgemini

With almost 145,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2014 global revenues of EUR 10.573 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want.

A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

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