

INTERNATIONAL EXPANSION

agnès b. reduces online fraud by 90% and expands internationally with Ingenico ePayments



“ When selling online internationally, it is important to consider the different payment preferences per country. Ingenico helps us understand the landscape, and their portfolio of payment methods helps us expand into any new market we want. ”

Bertrand Lepage / Head of eCommerce and Digital Innovation

Challenge

agnès b. designs clothing for men, women and children that reflects the spirit of the age by creating a wardrobe that can easily adapt to every personality and can be worn for a very long time. Having celebrated her 40-year anniversary in 2016, agnès b. continues to design each collection that bears her name, including accessories, watches, jewelry, and sunglasses. A significant part of the collection is still made locally in France, supporting the authenticity and high-quality image that the brand is famous for. The company has more than one hundred shops throughout the world, and sells online in several key markets, including France, the UK and the US.

As the share of online sales increases, the company was looking to expand into additional markets. However, the company was experiencing high fraud rates from online sales, something it wanted to tackle. The company decided to work with Ingenico ePayments to develop a global expansion plan that would respect local consumer preferences to provide the best possible experience for consumers, while at the same time improving its fraud solutions to reduce its exposure to online fraud and chargebacks – which tend to be higher for cross-border sales.

Partnering with Ingenico ePayments

Working closely with fraud experts from Ingenico ePayments, the company first introduced new fraud policies, using flexible 3-D Secure. This means the company was able to move away from its very strict fraud rules to a much more selective and flexible solution.

Next, the company consolidated its payment processing with Ingenico ePayments. Historically, the company had used different providers for its US and European operations, which made remittance and reconciliation complicated. Because of its global footprint, Ingenico ePayments was able to offer a single interface and multi-currency acceptance to agnès b. to reduce the complexity of managing the online sales process.

The company then decided to further localize its checkout process, by adding popular payment methods such as American Express and PayPal in the United States as well as offering payment in local currency in the UK, where the company historically priced in Euros.

Solution

Today, online sales are growing and agnès b. is looking to further expand its international operations. Its new fraud policies have led to a dramatic reduction in fraud, with fraud rates now below 0.5% - a tenfold reduction!

By consolidating payments with a single processor, the company was able to gain in efficiency, using a single interface for all global online payment that increased agility and made communications easier. Experts from Ingenico ePayments continue to support agnès b. with payment advice, as the company prepares to enter new markets such as Canada where the company will start selling online before opening a physical store - a first for the company.

Main Benefits

- ▶ **Consultative approach with a strong local presence in key markets**
- ▶ **Secure online payments processing**
- ▶ **Acceptance and settlement of multiple currencies**
- ▶ **Support for international, local and alternative Payment methods, including PayPal**
- ▶ **Reduced fraud rates with 3-D Secure**

agnès b. international development strategy

The partnership with Ingenico ePayments has allowed agnès b. to expand into new strategic markets by offering a localized payment experience that their customers recognize and trust. Furthermore, by working closely with Ingenico's fraud experts, the company was able to reduce its exposure to fraud and improve sales even when selling into international markets.

"Before we worked with Ingenico ePayments, we had different providers for different markets. It was important to us to find a solution that would reduce the complexity as we grow into more markets, and Ingenico ePayments provides us the single interface and international capabilities that we were looking for."

agnès b.

agnès b. opened her first shop on rue du Jour in Paris in 1975. Since then, she has designed clothing for men, women and children that reflects the spirit of the age by creating a wardrobe that can easily adapt to every personality and can be worn for a very long time. Today, agnès b. continues to design each collection that bears her name, including accessories, watches, jewelry and sunglasses. The company has more than one hundred shops throughout the world. A family enterprise, a civic enterprise, agnès b. tries as much as possible to keep her production in France.

More information on: www.agnesb.fr (FR), www.agnesb.co.uk (UK), www.agnesb.us (US)
