

Adyen Scale-up Series: Removing complexities

This is a checklist to help you take practical steps in assessing the current level of complexity around your operations and guide you into getting the most out of your payments partner.

Keep your customers happy

How easily are you able to meet your customers' needs?

Check in with your support agents. How easily can they perform tasks such as:

- Locating cardholder information
- Verifying a transaction's refusal reason
- Refunding a customer
- Checking for fraud
- Disputing a chargeback
- Locating receipts from previous purchases

Check in with local offices / business units. Are they able to:

- Find and retrieve shopper/payment data
- Drive insights from customer's buying behavior
- Link transactions back to individual customers
- Combine payment data from different channels

Grow your business

How well does your payment technology support your growth?

5 questions to ask a prospective or existing payments partner.

- Ask them to describe the process for getting started: onboarding and integration. Are there existing plugins you can use to speed up roll out?**

The answer is an indicator of what to expect for the rest of your business relationship. It will also help you organize internally for the rollout and look for shortcuts when available.

- How much of the processor's technology was built in-house?**

Best-in-class performance will come from a single, integrated platform.

- Have the processor describe the technical process for setting up acceptance in a foreign market.**

Ask this whether you are considering international expansion or not. You need to understand the complexity of the vendor's platform and its ability to handle payments globally as you grow.

- Have the processor describe the technical process for setting up acceptance offline.**

Similar as above, ask this whether you are considering opening a physical store or not. This will help you assess your possibilities and associated timelines if you branch out.

- How will consumer experiences differ in each country?**

You need to understand how much control you have over the customer experience and how much you are able to delegate or automate.

Save time

How much time are you spending on internal, daily operations?

While running your every day business.

How easily can you:

- Predict your settlements - know exactly when your payouts are due
- Perform payment reconciliation - match a sales day to your bank statement and which transactions it refers to
- See and understand your transaction declines and their reasons (ie. do not honour, fraud, etc)
- Understand your average transaction value (ATV) to assist on your pricing strategies

If you (also) have a physical store. Are you able to:

- Have an unified view of your customers across channels
- Keep track of all terminals and troubleshoot from a single dashboard
- Accept payments on one store and send stock from a different location
- Conduct NPS at the point of sale via terminal and online payment screen
- Accept online payment methods in-store
- Quickly shift to online when physical stores are closed

One payments partner. Endless opportunities.

Adyen is the payments partner of choice for growing businesses to the world's largest companies. It is simple and secure, fast to integrate and gives merchants peace of mind that all their payments needs are covered so that they can focus on reaching their business goals.

Thousands of businesses worldwide use Adyen to scale their business including: Lancaster, Hellofresh, Daniel Wellington, Brabantia and Flixbus.

For more information, visit [adyen.com](https://www.adyen.com)