



## SUCCESS STORY – GAME



GAME is Europe's leading specialist computer software retailer, operating from over 600 stores, concessions and franchises in six territories across Europe. As a specialist, it holds the edge over competitors, with customer friendly policies, unrivalled product knowledge, and the widest range of software and accessories. Its unique Reward card programme has over five million members; over 70% of all purchases made at the store use a Reward card.

In 2000, GAME established an online sales channel, enabling it to reach customers across the globe.

### The Business Challenge

- To reach global consumers with an online presence that matched the trusted offline brand.
- To rapidly create an e-commerce channel that could add significantly to the bottom line.
- To manage risk and control the threat of fraud.
- To reinforce customer satisfaction and trust, encouraging brand loyalty.
- To find a payment processing and risk management solution that would integrate seamlessly into its existing web architecture.

### The Solution

- GAME selected CyberSource to provide real-time online payment services that could support shoppers globally.
- CyberSource also supplied an integrated fraud screening solution to ensure security.
- The payment and risk management system was completely integrated with GAME's existing infrastructure, creating an easy-to-manage solution and a smooth customer experience.

### The Benefits

- The addition of a fraud screening solution has helped GAME to protect its online business from fraudulent transactions and chargebacks, significantly benefiting its bottom line.
- Payments are processed rapidly minimising waiting time and maximising customer satisfaction.
- The integrated solution from CyberSource offers greater control over the customer experience, with shoppers never leaving the website during the transaction process.
- GAME has created an online retail offering that matches its offline security, building trust amongst its existing and potential customer base.
- The company has also become a successful international retailer, thanks to the range of payment options available through CyberSource.

### Feedback

Kieron Smith, Head of Online Operations for GAME, states:

“Our customers are very technology savvy, which is to be expected given our product offerings. It was vital for GAME to develop an online sales channel, which would make the purchasing process easy and efficient for existing consumers, whilst also making the service available to customers worldwide. CyberSource has enabled us to offer the reassurance and superior service our customers expect, by delivering the level of security necessary for this operation.”