



## SUCCESS STORY – Virgin Wines

Virgin Wines is the largest independent online wine retailer in Europe. Since its inception in 2000, the company has sold over 9 million bottles of wine. Virgin Wines' mission is to encourage people to 'drink outside the box'; with a team of personal wine advisors able to provide advice to customers and match the right wines to the right people.

### The Business Challenge

- To enable fast, efficient and fully automated payment processing via the Virgin Wines website.
- To employ enhanced security measures for online transactions to reduce fraud.
- To reinforce customer satisfaction and trust, encouraging users to order online time and again.
- To build Virgin brand loyalty with customers.

### The Solution

- CyberSource implemented an effective online payment processing solution which provides maximum uptime and ensures that valid payments are accepted, even during periods of high volume usage.
- CyberSource provided a payer authentication solution, Verified by Visa - this programme further enhances payment security by verifying cardholder identity, reducing the risk of fraud.

### The Benefits

- Payments processed efficiently leading to increased customer confidence.
- Virgin Wines has experienced a reduction in the risk of accepting online payments, with minimal revenue being lost to fraud.
- The company has retained control over the customer experience.
- Improved brand loyalty, with the Virgin Wines website seeing repeat business rise to 75 percent of total trade.

### Feedback

Ben Pearson, COO at Virgin Wines, states:

"Virgin Wines has been working with CyberSource since its launch in 2000. When we were looking for a tried and tested solution that could maximise the internet as a sales channel and minimise many of the risks associated with online commerce, CyberSource's solutions more than matched our requirements."

"Working with CyberSource has been an easy and enjoyable experience. The team understands our requirements, whilst the customer and technical support teams are responsive and well informed. CyberSource's reliable payment and fraud prevention solutions have made a real impact on our business – we have reinforced the Virgin brand values of an honest, customer-focused company and increased repeat business above our targets."