

Optimising payments performance in Russia



Infographic

This infographic will outline key payment challenges, important factors for optimisation and steps to improve payments performance in Russia.

Optimising payments performance is an important process for all businesses to undertake.

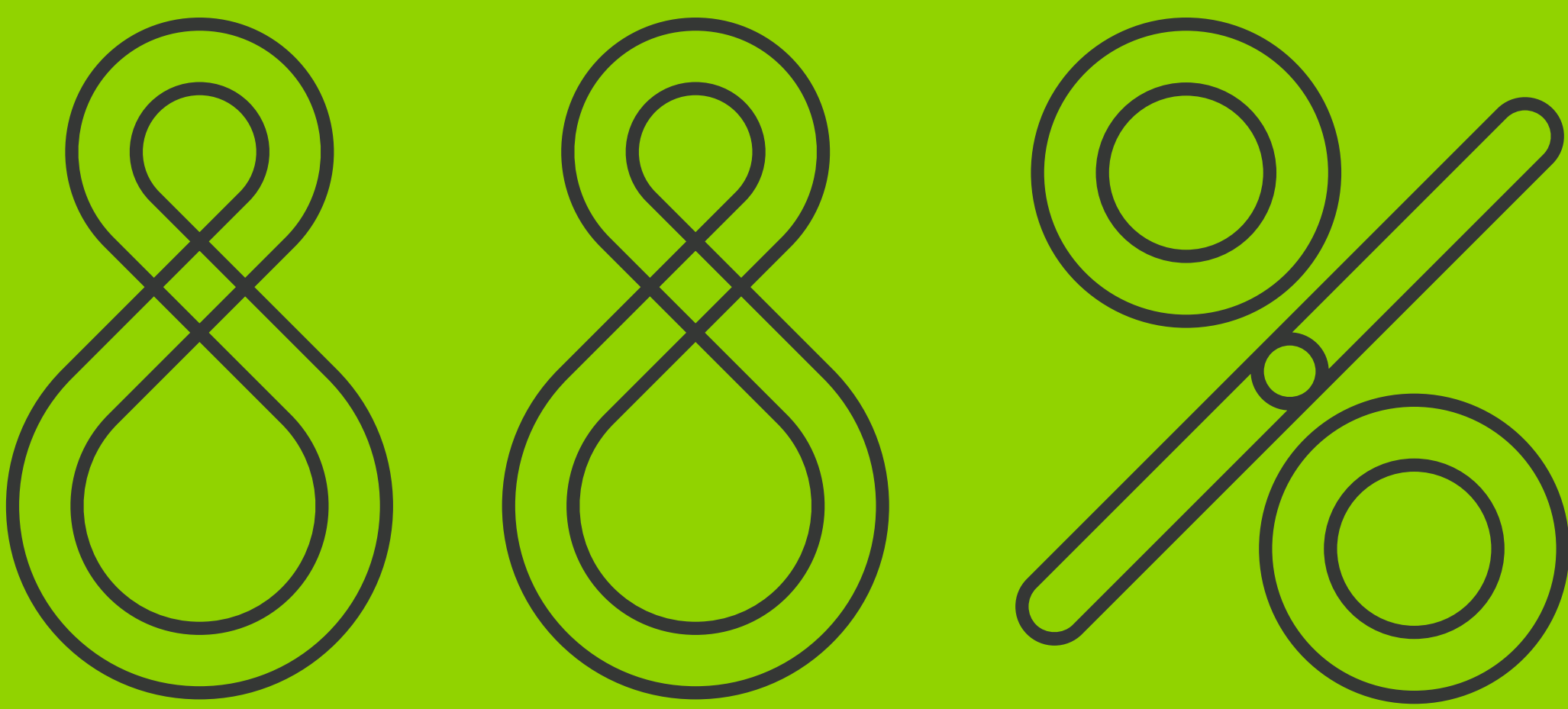
70% of payment professionals operating in forex

60% of payment professionals operating in travel

admit that shortcomings in their payment gateway have resulted in lost revenue.

54% of Russian payment professionals

also believe that lack of efficiencies in their payment gateway are causing a loss of revenue.



Despite these challenges, 88% of payment professionals working in Russia are excited to learn more about improving payments performance. Payment knowledge is essential, but it is integral to have the following steps in place for optimisation.

Payment challenges:



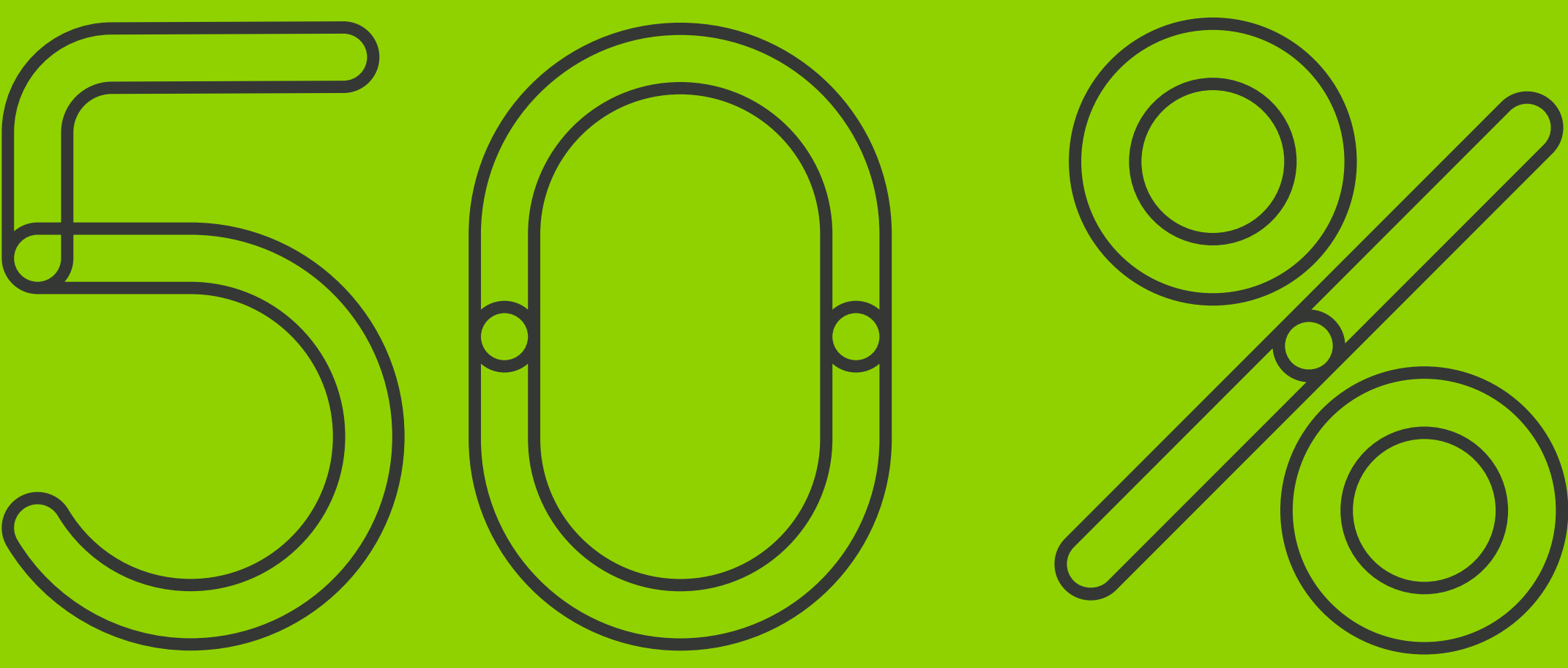
Fraud and security risks



Keeping up with the latest payment methods

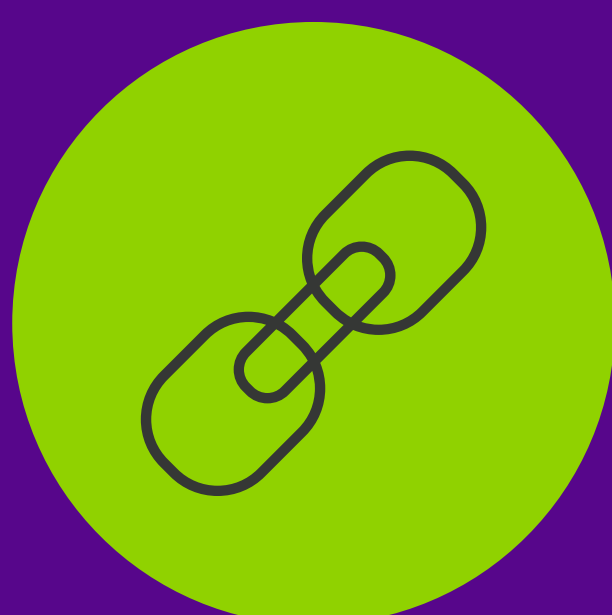


Changing regulations and compliance

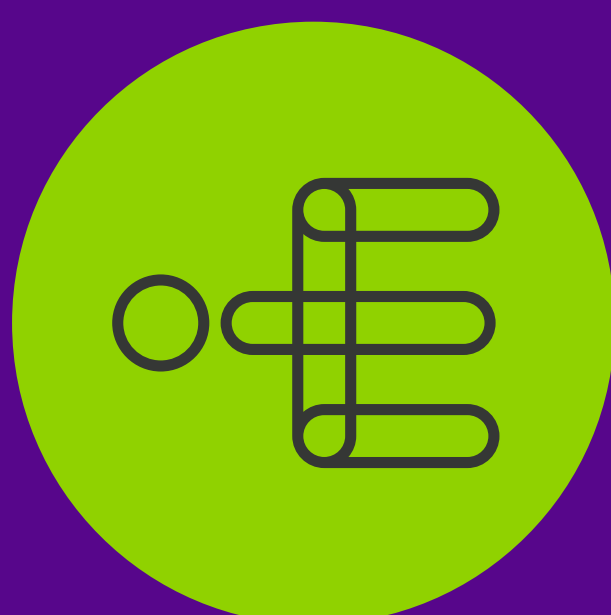


Payment professionals can recover up to 50% of lost revenue if they commit to optimising their payments performance.

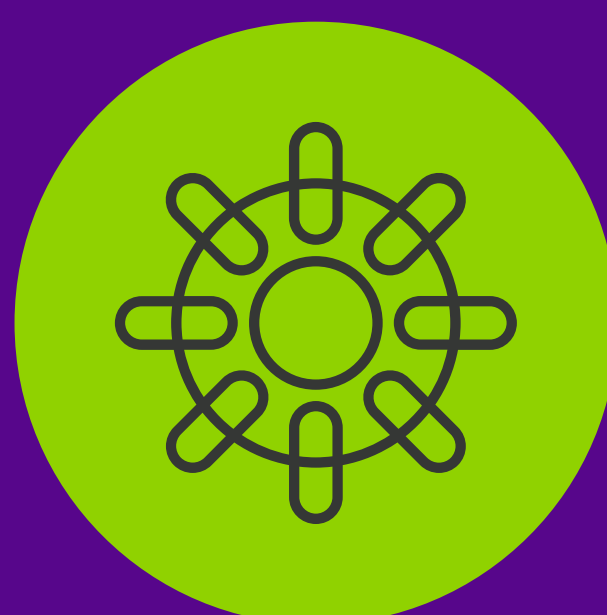
Most important factors for optimisation:



Ensuring payments infrastructure is flexible and agile



Efficient processing through gateway



Managing chargebacks efficiently

Steps for improving payments performance:



Align teams' KPIs with commercial objectives.

Our research demonstrated that only 12% of Russian payment professionals would say that their personal or team KPIs support commercial goals. Aligning objectives will help drive unified business development.



Implement data insights more effectively.

Just 30% of payment professionals in Russia say that their use of data to inform decisions is good or excellent. In-depth analysis of data can help monitor and overcome security risks.



Create agile and scalable payments culture.

It is important to remain flexible and reactive whilst planning for future growth. Aim to provide a scalable payments infrastructure that will accommodate the implementation of long-term business goals.