Case Study:
The Arcadia Group

Arcadia boosts service for overseas customers with WorldPay’s myCurrency

The customer

One of the country’s biggest retail businesses, Arcadia has more than 2,500 stores in the UK and processes tens of millions of card transactions a year. The group is comprised of some of the high street’s best known names; from Topshop and Topman to Miss Selfridge, Dorothy Perkins and BHS.

The challenge

While Arcadia is first and foremost a British business, many of its brands appeal to shoppers worldwide and the company has seen growing numbers of visitors from overseas purchasing in-store, particularly at flagship London stores such as Topshop Knightsbridge and Oxford Street.

For these customers, purchasing in Pounds Sterling on non-UK cards can be problematic: it is difficult to know what exchange rate they will get from their bank and many customers only know the actual cost of an item when they return home and check their card statement.

Greater clarity, better value

To improve the service offered to non-UK customers and provide greater clarity on purchase cost, Arcadia introduced WorldPay’s myCurrency.

A Dynamic Currency Conversion (DCC) service, myCurrency gives overseas customers the option to pay for purchases in their local currency, using either VISA or MasterCard. This means that the customer know exactly how much their purchase is going to cost them in their local currency, eliminating any concerns over the latest exchange rates. Plus, because myCurrency guarantees to use exchange rates equal to or better than those offered by banks, it will often cost customers less than paying in Pounds Sterling and using a standard bank rate.

MyCurrency also offers an added revenue stream as WorldPay pays retailers a proportion of the conversion rate income. This fee would otherwise be paid to the customer’s bank so no costs are passed on to the customer.

Fast and efficient

Arcadia rolled out myCurrency to 38 of its most high profile stores, focusing on those locations that see the highest number of foreign visitors, such as stores on Oxford Street, Knightsbridge, and Westfield in London, the Trafford Centre in Manchester, and other stores in Edinburgh, Birmingham and Leeds.

As Arcadia’s existing payments partner, WorldPay was integrated myCurrency into till software quickly and easily so the customer experience is as seamless as anyother card transaction.

Customers simply insert their card into the payment terminal and, if the card is recognised as eligible for DCC, the till will present the cost of the purchase in the customer’s local...
currency as well as Pounds Sterling—prompting the sales assistant to offer the customer the option of paying in a local currency.

Whilst myCurrency is compatible with 20 overseas currencies, Arcadia has found the Yen and Australian Dollar are most popular in their stores, alongside the Euro and US Dollar. There is also some seasonal variance with a significant increase in myCurrency transactions around Valentine’s Day, Easter, and Eid in late summer when Arcadia sees a significant increase in payments made using Middle Eastern currencies.

A real return on investment

Arcadia has now been using myCurrency for over two years and the service has proved both popular and profitable. With 15% of all overseas customers opting to pay in their local currency, myCurrency brings in a significant return for a service that requires little investment beyond some basic training for employees.

The company believes that there is significant potential to increase uptake and is aiming to double the myCurrency opt-in rate and revenues in 2013. The service will soon be available in more than 250 stores nationwide.

“I would definitely recommend myCurrency to other large retailers,” commented a spokesperson for the Arcadia Group.

“It has allowed us to add real value to our foreign customers by making the cost of any purchases they make in store completely transparent. They no longer have to wait until they get home to find out how much something has cost and, because we guarantee them the best rate, we often save them money as well.”

“We primarily see myCurrency as a way of improving the experience for customers, rather than a source of income. The simple IT implementation and staff training, combined with the customer service benefits makes myCurrency a compelling service for us”

“One challenge we have had is the education piece. WorldPay provided us with some information booklets previously and those were really useful for educating both our staff and customers. However, it is vital our staff are really comfortable with the solution and so training will be a big focus for us moving forward as we look to increase our opt-in rate and roll myCurrency out to other stores.”