

**worldpay**  
from FIS

## **WORLDPAY HELPS ONLINE GAMING BUSINESS WIN NEW PLAYERS**

### **About VGW**

VGW is a social gaming operator with a predominantly North American customer base. They have two mainline businesses – Chumba and Global Poker – each of which has gained a vast and loyal following online.



---

### **What did VGW need?**

VGW saw a great deal of player growth during 2018, partly due to huge improvements in their payment processes.

Until the upgrade, VGW were relying heavily on eWallets, and spending significant fees on acquiring new players and converting payments from native currencies. Their indirect payment method was depriving them of valuable data insights – an issue which was leading to a loss of revenue.

For example, when a player raised a chargeback, VGW were liable for the loss, without knowing whether the original payment came from a card or eWallet. As a result, VGW wanted to reduce costs and gain access to more insightful data.

“ As a significant stakeholder in the card-acquiring and financial services landscape, Worldpay have given us the power to take advantage of more interesting and emerging features, both from card schemes and other providers.



**Full suite of services**

VGW wanted a provider that would help them optimize costs, improve their data, reduce user friction, and deliver flexible payment options for players. With a full suite of payment services on offer, including a gateway connection, card acquiring capabilities, fraud protection, alternative payment methods, global payouts through Bankout, and increased data insight with Pazien, Worldpay were in a position to provide all of those benefits and more.

**Intelligent data input**

Worldpay delivered intelligent data for VGW to analyze, which enabled them to assess transactions to find out whether they were fraudulent or not. This was especially important for VGW as they have two different websites which each allow access to thousands of player profiles. The more data VGW had access to, the better they were able to identify fraud and reduce losses.

**Top-class performance**

This additional use of data also extended to Pazien – a new Worldpay product which gives VGW’s data science team access to vital transaction figures, and allows them to compare Worldpay’s performance with the incumbent eWallet. Partly because of the results uploaded to Pazien, VGW have continued to increase Worldpay’s share of their payment optimization business.

**Happy players**

With Worldpay’s help, VGW were able to offer a number of new payment methods, such as Amex, and this wider choice has led to greater satisfaction among players and fewer payment abandonments. VGW could also quickly, consistently and inexpensively disperse funds to gamers anywhere in the world, which delighted their customers.

Working closely with VGW, Worldpay has used its best practice knowledge to optimize the payment journey from start to finish. Worldpay’s servicing team also continues to offer commercial and implementation guidance, as well as corporate support – a collaborative approach that has resulted in significant ROI.



**The results**

Since working with Worldpay, VGW’s business has grown exponentially. These results have given VGW the impetus to begin planning for expansion, and they intend to expand into new markets in the near future. This vision will require a single global solution - a project that will also be undertaken by Worldpay.



“Worldpay’s focus and attention to detail has continued in all aspects of our relationship, helping us grow our business and focus on optimization.”

Chris Koch, Chief Financial Officer, VGW



“Worldpay didn’t just work with us on integration, but also on optimization.

They’ve helped us with a lot of the little details which make a big difference to our business.”





**worldpay**  
from FIS



If you'd like to find out how Worldpay could help optimize your payment processes, just visit **[worldpay.com](https://worldpay.com)**

WFEC135 09.19

© 2019 FIS. Advancing the way the world pays, banks and invests™ Worldpay, the logo and any associated brand names are trademarks or registered trademarks of FIS. All other trademarks are the property of their respective owners.