

# Carat

Payment Optimization

## Reduce credential-on-file payments declines with card account updater services

Optimize revenue and increase approvals by reducing declined credential-on-file and subscription/recurring payments transactions due to out-of-date account information, as well as lower the costs associated with maintaining card data.

Carat enables online businesses to proactively manage credential-on-file databases which helps minimize service cancellations that can impact profit, customer experiences and loyalty.

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### Merchant Benefits

- Revenue growth from more approved transactions
- Less declined transactions due to out-of-date account information
- Increased customer retention and satisfaction
- Decreased costs associated with maintaining card data
- Reduced processing expense from attempts on out-of-date account data



Recurring/subscription requests have **2x–4x** more declines than normal card not present (CNP) transactions<sup>1</sup>



Merchants lost **\$34 billion** of revenue in 2020 on denials, which could have been approved<sup>1</sup>

Source: <sup>1</sup>Fiserv data; individual results may vary.



# Optimize the accuracy of your customer's account data

Update card information such as expiration date, card number and status so that recurring payments continue without having to reach out to the cardholder for updated information.

New Expiry Date	Receive updated expiry date (month, year) information from associations (through Fiserv) when renewed
New Card Number	Receive new card number and associated new expiry date from associations (through Fiserv), if card is reissued with new number
Closed/Contact Status	Receive account closed/contact customer advice, if account is closed and associations do not have new information available
Brand Conversions	Receive new card information, if card is part of a portfolio that was converted/sold from one card brand to another
Updates on TransArmor® Multi-Use Tokens	Receive updates above for a TransArmor token instead of a card. Merchant sends update request for TransArmor token; Fiserv sends back new information for corresponding card and new token, if card number has changed.

\*Availability of new information/updates depends on the issuer participation in this program. Visa and Mastercard have mandated 100% issuer participation since Oct 2016.



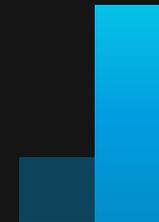
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## Card Account Updater Results



**5-15%**

Reduction in declines<sup>1</sup>



**4-10%**

Increase in authorization rates<sup>1</sup>



**\$728M**

Revenue recouped by turning declines into approvals<sup>1</sup>

Source: <sup>1</sup>Fiserv data; individual results may vary.

