Dynamic Currency Conversion For Retail

Helping International Customers Feel at Home

You recognize the importance of providing your customers with superior service. Now, with Planet Payment's® Dynamic Currency Conversion (DCC), your international customers can enjoy the confidence and convenience of seeing their bill in the currency they understand best – their own.

Whether a tourist seeking clarity in the cost of her purchase or a business traveler looking to simplify his expense accounting upon returning home, DCC offers a powerful incentive for international travelers to shop at your store for their next purchase.

And, with DCC you earn additional profit margin on foreign-card transactions, while continuing to be paid in US dollars! With DCC, everybody wins!

DCC Benefits to Merchants

- *Attract new, international customers*
- *Encourage repeat business*
- *Create a personalized pricing experience*
- *Offer superior customer service*
- *Create an additional revenue stream*

DCC Benefits to International Customers

- *No surprises! Customers see the exact amount of their purchase in their home currency at time-of sale and on their statement*
- *Leisure travelers enjoy the certainty of knowing the final cost in the currency they understand best - their own*
- *Business travelers appreciate the convenience of accurate expense accounting*

ⓐ Transaction total amount in USD, exchange rate and foreign currency amount

ⓑ The charge on the customer's billing statement will match the receipt amount

How does it work?

Offering this personalized pricing service and experiencing the benefits is easy. Your credit card terminal automatically identifies eligible transactions once a foreign MasterCard® or Visa® card is swiped. Simply ask your valued customer – Do you want to pay in your currency? And then . . .

ⓐ The terminal prints the customer's receipt displaying the transaction total in US Dollars, the foreign exchange rate AND the customer's home currency.

ⓑ The final amount on the receipt will match the amount on the customer's credit card billing statement.

With DCC, your customers know exactly how much their purchase will cost them in their home currency, providing certainty and convenience for your international shoppers. Offering this superior customer pricing service translates into higher service, attracts new international customers and drives repeat business!

For more information, please contact your Planet Payment sales representative at 1.800.489.0174.

Planet Payment
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Planet Payment® is a multi-currency payment processor, partnering with internationally focused processors and acquiring banks to enable acquiring banks and their merchants to accept, process and reconcile credit card transactions in multiple currencies.

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