Fully Realize Your Recurring Revenue Stream Using Automatic Account Updater

Keeping Cardholder Data Current

What is Automatic Account Updater?

Automatic Account Updater is a managed service that shifts the workload of maintaining card information from the merchant to Litle. Litle initiates all account updater requests, processing and storing the updated information on behalf of the merchant. In turn, merchants send payments and Litle "repairs" or updates the card before submitting authorizations.

Why would this service be important to my business?

Automatic Account Updater yields an almost immediate revenue lift without any investment of resources. In the first 10 weeks after turning on the service, a merchant realized $230,000 in revenue that otherwise would have been lost.

How does Automatic Account Updater help me improve the relationship with my recurring billing customers?

By fully managing the update process Automatic Account Updater can help a merchant retain customers throughout their purchase lifecycle, supporting higher revenues and increased customer satisfaction and retention. In fact, by using Automatic Account Updater, unless your customer closes their account, their cards NEVER expire!

How can I get started?

If you're an existing Litle customer, contact your Relationship Manager to activate the service. If you're new to Litle, our Sales Managers will be happy to help you.

The old business proverb is true — *it's far easier to retain current customers than it is to acquire new ones.*

Businesses that bill on a recurring or installment basis know that card changes — the result of data breaches, portfolio swaps, card upgrades or expiration date changes, among other reasons—can disrupt services and threaten their abilities to realize the lifetime value they expect when they first acquire a customer.

This is significant. Increasingly, online service providers and other recurring billing merchants closely monitor their financial viability using lifetime value (LTV) and customer acquisition cost (CAC), as key performance indicators. These merchants fully recognize that their long-term profitability is directly related to their ability to retain customers and achieve expected LTV. A commonly used rule-of-thumb is that the LTV should be at least three times the CAC [1].

So what can you do? While most payment companies offer methods to check if card information is correct, these methods place almost the entire burden on you. Developing and then maintaining these processes can rapidly strain IT and other human resources, capital that is better applied to your core businesses: creating value, delivering excellent service and managing customer acquisition efforts.

How Litle & Co. Can Help

Litle & Co. now offers a much better way with the introduction of Automatic Account Updater (AAU) — the next generation of account updater. By applying its market-leading technology and payments expertise, Litle has completely automated the account updater process with this managed service. In other words, we turn on the service . . . you get all the benefit.

Eliminates the file-based update process completely. You no longer have to go through the periodic and often error-prone process of determining which cards to submit for update requests, and then generating and transferring batch files to your payment processor. Litle applies its advanced technology and scheduling algorithms to initiate update requests to the card networks, and then processes and stores the results. Not only is it faster than merchant-initiated methods, it's also more efficient. Automatic Account Updater minimizes duplication and updates cards before their next billing cycle.

Shifts the workload of maintaining card information from you to us. Automatic Account Updater is a true managed service. You no longer need to invest in coding, testing and operating the update process. You simply process payments as normal. We identify any transactions using outdated card information and "repair"that information, substituting updated card information before submitting the transaction to the network. You get all the benefit with zero IT cost.
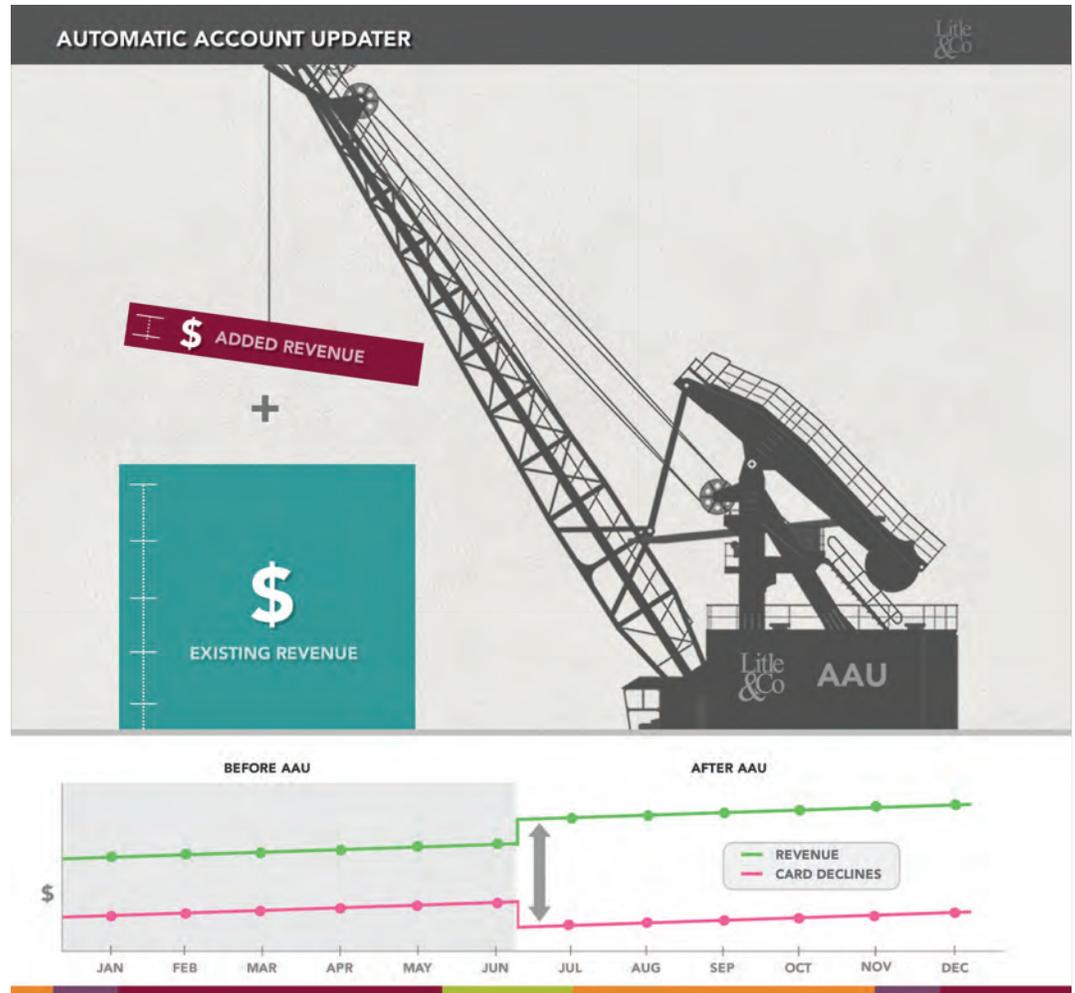
Litle
&Co

THE PEOPLE BEHIND YOUR PAYMENTS.

Optimizes cardholder retention and lifetime value. By using Automatic Account Updater you can help prevent any interruption in your expected revenue stream and retain the customer for their full billing cycle. The result? You can realize significant revenue uplift and an almost immediate improvement in your authorization approval rate. Need proof? Automatic Account Updater provides detailed reports on all repaired authorizations, giving you a clear view of the revenue "lift" Automatic Account Updater provides.

Litle Handles the Heavy Lifting

Automatic Account Updater is fully integrated with Litle's award-winning Vault tokenization solution, so your business can realize all the benefits of account retention without sacrificing the security, compliance and peace of mind that comes with less exposure to sensitive card data.

Ultimately, the sooner you start realizing the benefits of Automatic Account Updater, the better it is for your business. Litle's streamlined network registration process and "no coding" implementation vastly accelerates your time-to-value, ensuring that you waste no time in capturing optimum customer lifetime value.

1.Start-Up Killer: The Cost of Customer Acquisition: For Entrepreneurs:
http://www.forentrepreneurs.com/startup-killer

About Litle & Co.

Litle & Co. is a leading payments management company for merchants who sell goods and services directly to consumers. Providing payment processing and consultative merchant services for card-not-present (CNP) and alternative payments, the Litle & Co. payments platform is engineered specifically to meet the needs of companies in Direct Response (DRTV, radio, print), Multichannel Retail (including catalogs), Internet Retail, and Online Services. Founded in 2001, and based in Lowell, Massachusetts, Litle & Co.'s growth has been acknowledged by a No.1 Inc. 500 ranking (2006) and a No.8 Entrepreneur Hot 100 ranking (2008).

900 Chelmsford Street
Lowell, MA 01851
(t) 978.275.6500
(f) 978.937.7250
(e) info@litle.com
www.litle.com