



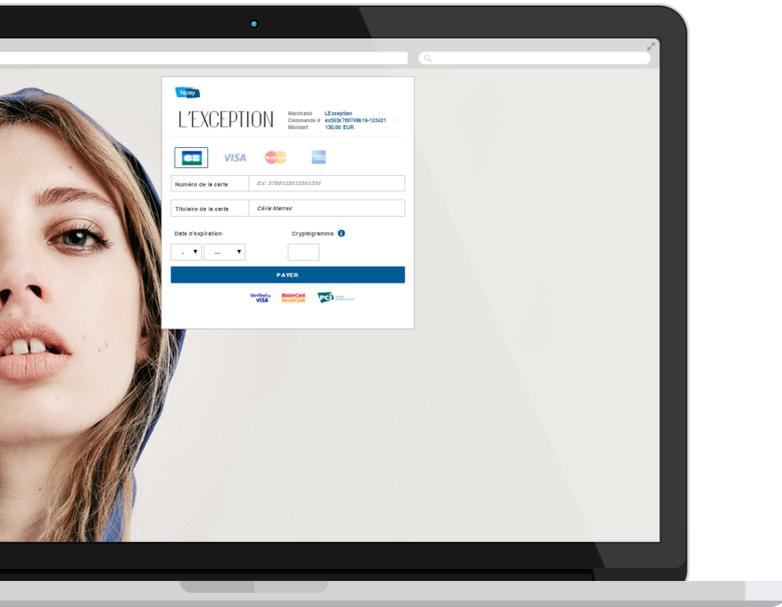
HiPay Group ensures L'Exception.com technological innovations and a dedicated team



L'EXCEPTION

In an international development perspective and to reduce fraud on its e-commerce website, L'Exception.com, online fashion expert, has chosen HiPay and its HiPay Fullservice solution.

First "select store" of French designers, L'Exception was founded in September 2011 by Régis Pennel and gathers the best 300 fashion brands like Carven, Kenzo, AMI Alexandre Mattiussi or new names like Drapeau Noir or Patrons. Today, L'Exception offers 4,000 new references each season and counts more than 20,000 satisfied clients throughout the world.



MAIN GOAL

To increase sales abroad



CHALLENGE

To control online fraud

300 %
Growth abroad

1 | A decisive encounter

Since its launch four years ago, L'Exception has experienced a strong international growth, which has translated into a 80% annual increase in the number of sent parcels. The company was looking for a partner to meet its specific payment needs: to reduce fraud on its website before providing its e-shoppers with new payment solutions.

After six months of research, the e-commerce website chose HiPay Fullservice.

« It was an important decision. Because of our expansion, having several contact persons around the world was becoming impossible to manage. We needed a one-stop-shop model with a unique point of contact. »

Régis Pennel, founder of L'Exception.com

2 | A custom-made anti-fraud solution

As online fraud is an issue that e-commerce websites have difficulties to manage, L'Exception had to react. Indeed, fraud could have hindered the growth of the startup company, as Régis Pennel indicates: "fraud represented a loss of thousands of euros on our website each year".

« The number of fraudulent transaction has been divided by three. »

In partnership with HiPay, L'Exception's teams were able to setup by themselves the most relevant anti-fraud filters for their activity. Moreover, HiPay's Fraud Protection Service (FPS) has been developed by its R&D Department to optimize merchants' turnover by protecting them against fraudulent behaviours, without blocking genuine orders.

"Since the implementation of the HiPay Fullservice platform on our website in December 2014, our fraud rate significantly dropped: the number of fraudulent transactions has been divided by three. We work with HiPay's fraud analysts on a daily basis and our rate is now a minor factor".

After helping L'Exception.com to curb its fraud rate, HiPay has also guided its client by expanding the range of currencies available on its website.

3 | A desire to facilitate transactions abroad



L'Exception.com wanted its customers to be able to pay in their own currency, which was not possible before. "Our clients are mainly French, American, Japanese and European. All in all, we ship to more than forty countries", says Régis Pennel.

Through a single integration, HiPay Fullservice offers the most relevant local and international payment tools. "With HiPay, integrating new currencies on our website was really easy and we quickly noticed the impact on our exports. Our activity was already increasing, but since the implementation of the solution and thanks to some additional marketing actions in each country, our growth rate has jumped from 50 to 300%! Today, we collect payments

in several currencies each week and the increase in export sales has even exceeded our sales growth in France", adds Régis Pennel.

Growth rate has jumped from 50 to 300%!

In less than a year, HiPay has successfully met the objectives set by L'Exception. Besides implementing effective technological tools, the quality of customer support and the expertise of HiPay's teams when it comes to payment issues are paramount to the success of such a project.

4 | An expert assistance

All merchants have their own payment issues. Therefore, the relationship between customers and their provider has to be adapted and unique. At HiPay, e-tailers are assigned a dedicated team, which will satisfy their requests in real time and anticipate their needs.

Thanks to this level of assistance, a real proximity has been established with L'Exception. "The IT Support and the Customer Service always pay attention to our needs and get back to us in less than 24 hours. What's even rarer: the IT Support gives us answers almost immediately", specifies Régis Pennel.

« Meeting clients' objectives is the basis of every business relationship. Today, it is essential for the payment provider to be open to improvements and for the collaboration to become a real partnership. »

Régis Pennel

To increase the performance of its e-commerce customers, HiPay also offers to each and every one of them a complete quarterly report and a follow-up on their results.



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