



International gaming company enhances its performance with optimized payments

Offering their customers a fast and easy payments experience, plus a secure gaming environment, gives Betcris a winning edge



Objective

Work with a global payments processor that can handle a diversity of payments acceptance and transactions, plus safeguard sensitive customer information.

Worldpay solutions

> [Enterprise Payments Capabilities](#)
> [Optimized Payments](#)

Impact

- Fast and easy payments
- Safe and secure environment
- Extended reach, gained new customers and increased business

Where there's sports and entertainment betting, there's usually [Betcris](#).

Started in 2006, Betcris is one of the pioneers of the online gaming industry. Serving customers around the globe, plus in 100 walk-in shops throughout Latin America, Betcris strives to provide secure, convenient and world-class experiences for their clientele.

Company ups its game with optimized payments

Placing a high value on the payout experience, Betcris dedicates significant time and resources to ensure that their clients get paid in the fastest way possible. However, global currencies presented a problem for their payments processing. They needed a partner who could offer a single solution that would help them serve a worldwide audience, plus facilitate a diversity of payments acceptance and transactions.

It was then that Betcris turned to a global payments leader — Worldpay.

"At our launch, we had an acceptance rate of 30%, which is very low," recalls Andrés Vargas, head of payment solutions at Betcris. "It was then that we started working with Worldpay to improve that and optimize things. Now, we have acceptance rates between 70-80%, and in some countries it's higher.

"With Worldpay, what we have done is dedicate ourselves to optimize one product for all of our countries," continues Andrés. "They facilitate us in our work. We're dedicated and focused because Worldpay's product works according to our needs."

A safer bet

Providing a simple, effective payments user experience, Betcris was able to extend their reach, increase business and gain loyal customers around the world. But along with fast and easy payments, Betcris strives to offer a safe and secure gaming environment, which is critical to online betting.



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Andrés Vargas, Head of Payment Solutions, Betcris

"The security of our customers is really important," Andrés emphasizes. "And, it's equally very important if we are going to do business with a payment processing company that they meet all the required international standards so they can handle every part of our processing."

Employing Worldpay's solutions and tools to help combat fraud, Betcris has been able to safeguard sensitive customer information.

"Now that we've been part of the Worldpay family, we've seen first-hand that it's a very solid company and they've really helped us grow," Andrés says. "We've had people on the Worldpay team dedicated to us, and the gaming industry knowledge and experience of their people, our account manager, the structure of the optimization team ... that's where we've found great value. Worldpay brings support and trust to merchants."

To hear more why Betcris relies on Worldpay, [click here to view their video](#).

“Worldpay brings support and trust to merchants.”

Andrés Vargas, Head of Payment Solutions, Betcris

Next steps

As your trusted payments partner, Worldpay is on a mission to fuel smarter commerce. Find out how Worldpay can help you take, make and manage payments more effectively.

[Learn more](#)