High Volume:
Cameron Hughes Wine

Cameron Hughes Wine has a simple philosophy – great wine doesn't have to be expensive. As a wine trader, rather than a wine producer, their mission is to provide the finest wine at the best price possible.

Cameron Hughes Wine has been in business since 2001. The company specializes in the acquisition and marketing of fine wines, sourced from around the world, under their own labels. Today, Cameron Hughes Wine sells through retail locations, wholesalers, and via an online store. Additionally, they manage a wine club program that provides monthly or quarterly shipments to their customers at a discounted rate from a list price.

Managing High-Volume Transactions

Like many high-volume businesses, Cameron Hughes Wine has a unique set of challenges. Their customers expect to buy high-quality product at discounted prices. But from a business perspective, the success of this model is based not only on consistent quality but also on a finely-tuned retail exchange in order to bring a dependable value to their customers, whether they are first-time buyers or long-time wine club members.

Authorize.Net is the payment platform most trusted by small businesses.* With solutions for high-volume businesses serving repeat customers, now you're good to grow.

Discovering Customer Needs

High-volume businesses like Cameron Hughes commonly engage with Authorize.Net through a partner recommendation. With large numbers of repeat customers, they often have questions regarding the following business requirements:

- How can I accept credit cards or other digital payments?
- How do I reduce chargebacks or online fraud?
- How can I manage recurring customers?
- Is there a need for repeatable subscription payments?
- If I run into a problem – who do I call?

Solutions for Business Growth

High-volume businesses can grow from simple retail or wholesale locations to having a national, online presence with the help of:

- Payment Processing
- Fraud Prevention
- Customer Information Manager
- Subscription-based Payments
- Payment Security
- 24x7 Award-winning Support

Now You're Good to Grow

Authorize.Net is the payment platform most trusted by small businesses.* For high-volume businesses like Cameron Hughes Wine, Authorize.Net provides the solutions and support businesses need to grow, and the reliability, security and continuous investment of Visa underpinning every transaction.

Payment Processing

The ability to accept multiple payment types, with an easy checkout process can help make or break a business. Accepting as many payment types as possible is an ideal way to help avoid losing a potential sale at the point of purchase. Authorize.Net payment solutions technology helps make sure that business can accept:

- All major credit cards: Visa®, MasterCard®, American Express®, Discover®
- Signature Debit Cards
- eCheck bank account payments
- Digital payments: Visa Checkout, Apple Pay, Android Pay and PayPal

Fraud Prevention and Verified Merchant Seal

The Authorize.Net Payment Gateway includes several key features to help detect and prevent potential credit card fraud. These include:

- Card Code Verification (CCV or CVV2)
- Address Verification Service (AVS)
- Daily Velocity Filter
- Authorize.Net Verified Merchant Seal

Secure Customer Data Management

Use Customer Information Manager to manage customer profiles. This provides the ability to:

- Tokenize and store customer payment information on secure servers
- Simplify PCI DSS compliance through the hosted storage of customer data

Subscription-based Payments

Automated Recurring Billing (ARB) is a convenient and easy-to-use tool for submitting and managing recurring, or subscription-based, payments.

- Subscriptions can include customer payment information, billing amount, and payment schedules
- No-hassle billing plans are also available

Payment Security and Compliance

For high-volume businesses, payment security is an important issue for the ongoing viability of the company. High-volume businesses can help protect against the threat of chargebacks and fraudulent transactions with:

- Accept Suite assists with PCI DSS compliance – the global data security standard that businesses must comply with to accept payments via credit cards
- Storage of sensitive customer data on secure Visa servers, using a hosted payment form

24x7 Award-winning Support

Merchants like Cameron Hughes Wine can get help when and how they need it. This is important for high-volume businesses with a consistent flow of online transactions and the regular fulfillment needs of a club membership program. Award-winning support is available 24x7 via phone. There are also options for e-ticket, chat, and an online library of resources, discussion boards, and blogs.

SALES BEST PRACTICES WITH AUTHORIZE.NET HIGH-VOLUME CUSTOMERS		
Basic Details	Follow-up Questions	Recommended Solutions
Are you processing a high-volume of customers on a routine basis?	Do you have a subscription-based customers or membership programs?	Payment processing solutions that include in-person, digital, and online
Do you have a large number of repeat customers?	What is unique about your payment environment?	Fraud protection and PCI compliance
What are your plans for growth?	What resources are you looking for in order to manage your customers' profile and payment data?	Customer Information Manager
How do your customers typically pay for the services provided?		Automated Recurring Billing
		24x7 Customer Support