

Issuer pinpoints cryptocurrency transactions to make servicing efficient

A top 20 U.S. financial institution client utilizes Visa Analytics Platform's versatile platform to address emerging industry trends needs. With the recent rise of cryptocurrency purchases, Visa has developed a system of processing codes to help identify cryptocurrency transactions and maintain payment system integrity. As the ecosystem evolves, clients need to monitor developments closely for impacts on their card business.



Challenge

In anticipation of an impending reclassification of cryptocurrency purchases as cash advances, the client wanted to understand potential cardholder impact and prepare for the downstream effect on their operations, such as increased call center volumes.

The client's internal reporting systems indicated the overall number of cryptocurrency transactions recorded, but not the number of cardholders affected.

Visa Analytics Platform custom reporting

Clients can create custom reports on a wide range of topics with the custom transaction filters on Visa Analytics Platform.

Including:

- Contactless
- Card-Present vs. Card-Not-Present
- Visa Direct
- Token requestors



Impact

In a matter of minutes, the client was able to create a custom Visa Analytics Platform report to identify cardholders impacted. Based on the results, the client:



Discovered that actual impact was **60% less** than the number of cardholders they had originally projected



Proactively labeled profiles with cryptocurrency purchases, aiding call center representatives to promptly identify these cases and lower average call wait times



Delivered topical, pertinent support to impacted customers, and avoided long, unsatisfactory interactions

Contact your Visa account executive or email dataproducts@visa.com to learn more about Visa Analytics Platform or to request a demo.