

Secure Online Credit Card Processing is Sure to Boost your Business!

With limitless choices in the credit card processing industry, fact remains that solutions that are perfect for one, may not necessarily cater to the requirements of another. Hence, the need for credit card processing solutions that specialize individually in ecommerce, MOTO, retail, high risk and offshore. All merchants now understand how important it is to accept credit cards and that is why they offer flexible payment solutions to fit customer needs. The same holds especially true in case of ecommerce businesses.

Why is it important to your online business that you use an Internet merchant account? Today, Merchants want to expand their presence further beyond their retail store to the global online market place, where they can reach millions of new customers, who can shop online because they have credit cards. The electronic commerce world thrives on "merchant accounts" that allow merchants to accept credit card payments. As many as 87% of all online transactions being paid via credit cards. Hence, the importance of e-commerce merchant accounts for mid, high and low volume merchants can never be over-emphasized!

An Internet merchant account is an account set up by an online merchant account provider to enable online businesses with the capability of accepting credit cards and e-checks as payment for their goods or services. The fact that banks do not offer Internet merchant accounts has led to the incessant cropping up of Internet merchant account providers who cater to online business owners. A business operating online obviously does not have any direct contact with customers, and there is no face to face, physical exchange of cash. So, an Internet merchant account is absolutely necessary for your online business. And, as valuable as they are, it is just as important to choose the right E commerce merchant account provider!

The right merchant account provider for your online business would be one with whom you can share a good relationship, at the same time, demanding top-notch services. Besides offering speedy credit card sales processing with all credit card brands, good customer service and other related services, the priority must be to ensure secure online payments, with cost being the last thing that you take into account when making your final decision.

The biggest issue at stake is security! You must offer secure online payment facilities on your website, with a secure area for customers to enter their personal information. Further more, you must:

- Adopt stringent security measures to ensure that your customers personal information and credit card details are protected.
- Use high-end secure payment gateways for the authorization of customers credit card.
- Encrypt all critically sensitive customer information and credit card details before transmitting it over the Internet.

All this is made possible by security measures such as, security firewalls to ensure

maximum protection, industry-standard SSL (Standard Sockets Layer) Technology, in-house security guidelines for ensuring confidentiality of your customer information, use of robust risk management tools such as negative files and risk management queries that act as fraud filters, and signing up with a trustworthy online authentication agency. Moreover, newer standards and features can be implemented as soon as they emerge.

It has been proved that enhanced security influences customers' decision to purchase online. The more security features you offer, the greater shall be the customer confidence in your business. This will definitely help you stay ahead in the world of e-commerce. A perfect example would be Paynet Systems at <http://www.paynetsystems.com/> that is trusted by more than 30,000 businesses as a merchant service and credit card service provider. A registered ISO/MSP of Wells Fargo Bank, Paynet Systems offers you the benefits of secure online credit card processing, a service that is sure to boost your business!