

IndieLite

Switching Credit Card Processor

Part 2

Wednesday, June 2, 2021

Presented by
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Housekeeping

- All attendees are in 'Listen Only' mode
- We welcome questions and comments. Type them into the questions panel
- Questions will be answered at the end of the presentation
- Webinar recording and deck will be shared with the attendees
- Use the hand icon for any technical issues
- Trouble with audio? You can dial in by phone and watch on the computer screen

Who is this webinar for?

- All IndieLite stores
- Already using your own credit card processor, or preparing for it
- New tools and features available for processing credit card orders

Why is this important?

- Complete control over your online orders (except Ingram fulfilled orders)
- Privilege comes with responsibility
- Understand the triggers for the various credit card transaction types
- Charge the customer the right amount
- Answer customer questions regarding credit card charges
- Reconcile online credit card payments

Prerequisite (but ok to continue watching this webinar)

- Part 1 of this 2-part series on credit card processing
 - <https://www.bookweb.org/indiecommerce/indielite-credit-card-switchover-part-1>
 - Create and configure a Payment Processor and an Authorize.net account
 - Schedule and transition your website to use your credit card processor
- Gravity Payments
 - [Gravity Contract](#)
 - [Chargebacks : Why they happen and the process to dispute them](#)
 - [E-Commerce Requirements](#)
 - Boilerplate Policy Pages

<https://www.bookweb.org/eCommerce> > IndieLite CC Processor Switchover

What will be covered in this webinar?

- Order statuses and what they mean
- Different types of credit card transactions
- Customer Information Manager (CIM)
- Processing online credit card orders
- Multiple charges on one order (New)
- Editing 'Payment Received' orders (New)
 - Additional charge
 - Partial refund
- Editing 'Completed' orders (New)
- Reconciliation Report

Order Statuses & Credit Card Transaction Types

Pending - Customer places an order, customer's credit card is *authorized*

Processing - Store staff start to process the order (optional order status)

Payment Received - Customer's credit card is charged or *captured*

Order Statuses & Credit Card Transactions (Contd.)

Completed

- a. Very important if using ABA's credit card processor, funds transferred from ABA's bank to store's bank
- b. Optional, but highly recommended, if using the store's credit card processor
- c. Payment Received -> Completed
- d. Pending / Processing -> Completed
 - i. Skipping the 'Payment Received' status
 - ii. Customer's credit card is charged or *captured*

Canceled

- e. Pending -> Canceled - Customer's credit card authorization is *voided*
- f. Payment Received -> Canceled - Customer's credit card is *refunded*
- g. Completed -> Canceled - Customer's credit card is *refunded* (NEW)

Order Statuses & Credit Card Transactions (Contd.)

Pending Warehouse - Order sent to Ingram for Customer Direct Fulfillment (CDF)
Authorized

Accepted by Warehouse - Order accepted by Ingram for CDF

Shipped Via Warehouse - Order has been shipped to the customer from an Ingram warehouse - *Captured*

Completed by Warehouse - Invoiced and completed

Credit Card Transaction Types & Authorize.net Status

On the website

- Authorization →
- Capture →
- ----
- Void →
- Refund →

On Authorize.net

- Authorized / Pending Capture
- Captured / Pending Settlement
- Settled
- Voided
- Refunded / Pending Settlement

Customer Information Manager (CIM)

- Card-on-file solution offered by Authorize.net
- Customers can save credit card and billing information on file for future use
- Sensitive payment information is saved on Authorize.net secure servers
- IndieLite has only a reference to the saved profile (no credit card information)
- PCI compliant

Store's choice

- Optional for customers (Default behavior)

Or

- Always save customer's credit card profile
 - Store > Configuration > Account Information and Preferences > Store Preferences

Customer Information Manager (CIM) (Contd.)

Advantages

- Charge customers beyond the 30 day authorization window
- Charge amounts higher than the authorized amount
- Apply additional charges to existing orders
- Create orders on behalf of customers
- Customers can manage their credit card payment profiles
 - Add / Edit / Delete payment profiles
 - Have multiple profiles (Business credit card & Personal credit card)
 - Choose 'default' credit card profile

Processing Online Credit Card Orders

- All processing done on the store's website
- No actions are necessary on Authorize.net (rare exceptions)
- Simple use cases
 - Pending -> Processing > Payment Received -> Completed
 - Pending (or Processing) -> Canceled
 - Payment Received -> Canceled
 - Completed -> Canceled (New)

Order page on the store's website - Order in Pending / Processing status

Bill to:

GEETHA CUSTOMER
333 WESTCHESTER AVENUE
WHITE PLAINS, NY 10604

Phone number: 9144067526

Customer info:

Customer number: 45
Primary e-mail:
geetha.1@bookweb.org

'ABA' vs 'Store'

Payment:

Balance: \$17.11 (View)
Method: Credit card
CC Processor: Store
[Show card details](#)

Reauthorize CC

Admin comments:

DATE	USER	COMMENT	
05/31/2021 - 4:04pm	-	Authorization Only ACCEPTED: Transaction ID: 60168586568 Auth Code: NUQZ68 Amount: \$17.11 This transaction has been approved. AVS Result: Y - Address (Street) and five digit ZIP match CVV Result: P - Not Processed	← Unique reference for this transaction
05/31/2021 - 4:04pm	-	Authorize.Net: CIM payment profile created.	← Customer's credit card profile is saved
05/31/2021 - 4:04pm	-	Order created through website.	

Tracking the transaction on Authorize.net

(This is meant only for understanding, not a necessary step)

Order is in Pending or Processing status

Transaction Search Result

[Help](#)

Search Criteria: Payment Method [ALL]; Transaction Status [ALL]; Transaction ID [60168586568]; Settlement Date [Unsettled]; Show [10 results per page]

Click on a transaction ID below to void transaction or view transaction details such as reason for decline. Click on column headings to sort.

Filter By:	<input type="text" value="ALL"/>		<input type="button" value="View"/>	<input type="button" value="Download To File"/>						<input type="button" value="Print"/>
1-1 of 1 results										
Trans ID	Invoice Number	Trans Status	Submit Date ▼	Customer	Card	Payment Method	Payment Amount	Settlement Date	Settlement Amount	
60168586568	33	Authorized/Pending Capture	31-May-2021 13:04:15	Customer, Geetha	M	XXXX5454	USD 17.11	--	USD 17.11	

Order page on the store's website - from Pending -> Payment Received

Bill to:

GEETHA CUSTOMER
333 WESTCHESTER AVENUE
WHITE PLAINS, NY 10604

Phone number: 9144067526

Customer info:

Customer number: 45
Primary e-mail:
geetha.1@bookweb.org

Payment:

Balance: \$0.00 ([View](#))
Method: [Credit card](#)
CC Processor: Store
[Show card details](#)

Reauthorize CC

Admin comments:

DATE	USER	COMMENT
05/31/2021 - 4:04pm	-	Authorization Only ACCEPTED: Transaction ID: 60168586568 Auth Code: NUQZ68 Amount: \$17.11 This transaction has been approved. AVS Result: Y - Address (Street) and five digit ZIP match CVV Result: P - Not Processed
05/31/2021 - 4:04pm	-	Authorize.Net: CIM payment profile created.
05/31/2021 - 4:04pm	-	Order created through website.
05/31/2021 - 4:22pm	gnathan90	Capture Prior Authorization Transaction ID: 60168586568 Amount: \$17.11 This transaction has been approved. AVS Result: P - AVS not applicable for this transaction CVV Result: -

Tracking the transaction on Authorize.net

(This is meant only for understanding, not a necessary step)

Order moved from Pending -> Payment Received (Completed)

Filter By: ALL View Download To File Print									
1-1 of 1 results									
<u>Trans ID</u>	<u>Invoice Number</u>	<u>Trans Status</u>	<u>Submit Date</u> ▼	<u>Customer</u>	<u>Card</u>	<u>Payment Method</u>	<u>Payment Amount</u>	<u>Settlement Date</u>	<u>Settlement Amount</u>
60168586568	33	Captured/Pending Settlement	31-May-2021 13:04:15	Customer, Geetha	M	XXXX5454	USD 17.11	--	USD 17.11
1-1 of 1 results									

Advanced Use Cases - NEW!!

1. Multiple charges on one order
2. Additional charge on a Payment Received order
3. Additional charge on a Completed order
4. Partial refund on a Payment Received order
5. Partial refund on a Completed order

1. Multiple Charges On One Order

** Possible only if the customer's CIM profile is saved

Use Case:

- Customer places an order for an on-hand title and a backordered title in the same order
- You want to charge the customer for the on-hand title today
- You want to charge the customer the balance for the backordered title in 2 weeks

Multiple Charges On One Order - Steps

Order total : \$34.22, Charge the customer \$21.22 now and \$13 later

- Reauthorize CC
- Set the Charge Amount to 21.22
- Under 'Prior Authorizations', choose the transaction ID under 'Select authorization'
- Capture amount to this authorization
- Admin comments on the order should reflect the charge
- Payments tab on the order should reflect the charge
- There will be a new balance on the order

Multiple Charges On One Order - Steps (contd.)

Order #37 Total : \$34.22, Charge the customer \$21.22 now and \$13 later

- To charge the remaining balance in 2 weeks
 - Reauthorize CC
 - Confirm the 'Charge Amount'
 - Choose the saved credit card profile to apply the charge to (should be the default profile used for the order)
 - Charge amount
 - Admin comments on the order should reflect the second charge
 - Payments tab on the order should reflect the second charge
 - There will be a new balance of \$0 on the order
 - Order status will now be "Payment Received"

2. Additional Charge On A 'Payment Received' Order

** Possible only if the customer's CIM profile is saved

Use Cases:

- Customer places an order for a pre-order title and price of the book is increased by a couple of dollars
- After placing an order, customer changes their mind and would like to have their order shipped via Priority Mail instead of Media Mail

Additional Charge On A 'Payment Received' Order - Steps

Customer chose Media Mail for \$3.65, later changed it to Priority Mail

- Order was marked as Payment Received, charging the customer's card for the order (based on the Media Mail rate)
- Change the shipping method on the order
 - Edit the order
 - Get shipping quotes
 - Choose USPS Priority Mail (\$9.95)
 - Apply to order
 - Submit changes
 - New order total is \$29.20 and remaining balance is \$6.30

Additional Charge On A 'Payment Received' Order - Steps(contd.)

Customer chose Media Mail for \$3.65, later changed it to Priority Mail

- Customer should be charged the balance of \$6.30
 - Reauthorize CC
 - Confirm the Charge Amount (should be \$6.30)
 - Choose a credit card from the saved profiles (should use the default for this order)
 - Charge amount
 - Admin comment on the order should reflect the additional charge
 - Payment tab on the order should reflect the additional charge
 - Balance should be \$0
 - Order status will remain at Payment Received

3. Additional Charge On A 'Completed' Order

Steps are similar to use case #2

4. Partial Refund On A 'Payment Received' Order

Use Cases:

- Customer ordered the hardcover, but later calls the store and asks to switch it for the paperback
- After placing an order to be shipped home, customer changes their mind and would like to stop by the store and pick up their order

Partial Refund On A 'Payment Received' Order - Steps

Customer ordered the hardcover and later decided to go with the paperback

- Order was marked as Payment Received, charging the customer's card for the hardcover (\$27.82)
- Swap the hardcover with the paperback
 - Edit the order
 - Add Product (9780735219106) to order
 - Remove hardcover from order
 - Get Shipping Quotes, make sure the customer selected option is selected
 - Apply to order
 - Submit changes
 - New order total \$19.26
- Balance on the order reflects the negative amount, the amount that should be refunded to the customer

Partial Refund On A 'Payment Received' Order - Steps (Contd.)

Customer ordered the hardcover and later decided to go with the paperback

- Issue partial refund to the customer's credit card
 - Reauthorize CC
 - Move down to the 'Refund the customer' block
 - Confirm the 'Amount to Refund'
 - Select the authorization / transaction ID against which the refund should be issued (this should be transaction used to charge for this order)
 - Refund amount using this authorization
- Admin comment on the order should reflect the partial refund
- Payment tab on the order should reflect the partial refund
- Balance should be \$0
- Order status will remain at Payment Received

5. Partial Refund On A 'Completed' Order

Steps are similar to use case #4

Reconciliation Report - What is new? What is different?

- **Fewer records**
 - Will include credit card orders charged using ABA's credit card processor, as the store marks those orders as 'Completed'
 - Will not include credit card orders charged using the store's credit card processor
- **Ingram fulfilled orders**
 - Will be included
 - Ingram will continue to invoice ABA for these orders
 - For orders processed using the store's credit card processor, funds will be transferred from the store's bank to ABA's holding account
- **Credit Card Fees**
 - Not Applicable for orders placed using the store's credit card processor

Sample Reconciliation Report

reconciliation

Total received by ABA		Commission to ABA	Credit Card Fee paid by ABA	Tax paid by ABA	Total disbursements	Transaction amount	Authnet Transaction ID		
\$65.18		\$0.00	\$1.94	\$0.00	\$46.39	\$18.79	63041405730	ABA	
\$50.05		\$0.00	\$1.50	\$0.00	\$1.50	\$48.55	62639109735	ABA	
\$0.00		\$0.00	\$0.00	\$0.00	\$27.14	-\$27.14	63058454278	Store	
\$0.00		\$0.00	\$0.00	\$0.00	\$19.97	-\$19.97	63058439068	Store	
\$23.13		\$0.00	\$0.72	\$0.00	\$0.72	\$22.41	62929667049	ABA	

Other Useful Reports

We are currently working on new financial reports to help stores reconcile online credit card payments

Stores on their own Authorize.net account can download daily reports from Authorize.net.

Important to know

Ingram Fulfillment - CDF (Customer Direct Fulfillment)

- No changes in order processing
- Stores cannot edit orders sent to Ingram for fulfillment, even if processed using the store's credit card processor
- ABA will be invoiced for these orders, so ABA will debit the stores

1% Monthly Fee On Online Orders

- No changes
- All online orders will continue to be charged this 1% fee

New for your store's online customers

- Manage payment and credit card profiles
 - Can add profiles, even before placing their first order
 - Can edit / update saved profiles (e.g. Expiration date)
 - Can delete profiles anytime, will not affect already placed orders
- Multiple profiles
- Select a default profile
- No one but the customer has access to their profiles
- Fewer clicks when placing an order

Q & A

Thank You!

Webinar recording and PPT slides will be available in a couple of days.