



Case study

Introducing Admiral

How Admiral worked in partnership with Barclaycard to streamline their payment processes and improve their bottom line.



Uncovering pain points and improving the customer journey

Admiral is one of the largest car insurance companies in the UK and has an award-winning employee environment based in South Wales.

Launched in 1993 with just one product and 57 members of staff, Admiral now provides over five million customers worldwide with home, van and travel insurance, as well as loans and car finance. Their main focus lies in customer growth, profitability and payment innovation – and that’s where we came in.

Working together to uncover the issues

Admiral has been a Barclays Group client for more than 10 years. In 2012 they partnered with us for acquiring services, and we reviewed their corporate structure and payment ecosystems. We have continued to deliver valuable insights with our innovative products and services, and in 2017 they were pleased to explore this further.

To achieve their growth and expansion aims, Admiral identified some key areas we needed to focus on:

- the customer journey and any system pain points
- how the impact of declines was affecting their business
- ways they could cut their costs
- how to improve their payment processes across the group

“Your Payment Acceptance Optimisation really separates you. Your competitors in the market don’t offer anything like this, and it’s really adding value to our business.”

Steve Lockwood
Operations Manager

A timely solution

Admiral needed to simplify and streamline how they accepted and processed payments. They were already using us for their payment processing and decided to bring their payment gateway to us too. Bringing their payment and gateway services together simplified reporting, cut costs and gave them the full capabilities they needed.

But we wanted to help more. So, Giulio Panariello, one of our Payment Acceptance Consultants, and his expert team, performed a deep dive analysis on our acquiring and issuing data. They also compared secure transactions against non-secure ones, measured performance against other merchants within the same industry, and analysed decline codes to produce a Payment Optimisation report.

As a result, we put in place a range of recommendations and solutions to ease their pain points even further:

- we introduced Payment Acceptance Optimisation (PAO) to help cut costs, resulting in additional revenue
- we explained the most common types of decline and introduced an Account Updater Service (AUS) to allow merchants to update card details prior to submission
- we changed their batch processing times to minimise declines for insufficient funds



Admiral saw increased revenue worth between

£3.8m and £6m

for the first quarter, which could amount to up to **£24m** for the year



Working in partnership for over

10 years

Prepared for future developments

The partnership we have with Admiral has really grown over the past six years. They continue to take advantage of our wider added-value services and are considering expanding our AUS solution. As Admiral’s key banking partner, we’ll continue to share our advancements, to help them prepare for future international expansion and improvement plans.

“The recommendations we made off the back of the Payment Acceptance Optimisation work has produced a material difference for Admiral with a potential £24m benefit.”

Giulio Panariello
Payment Acceptance Analyst

Ready to improve your sales conversion and save money?
Speak to a Barclaycard Payment Specialist to see how we can help.

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