



**Your guide to  
maximising Dynamic  
Currency Conversion**

  
**Elavon**<sup>®</sup>

 [elavon.co.uk](https://elavon.co.uk) | [elavon.ie](https://elavon.ie)



# International customers feel at home

## A great customer experience

Even crossborder payments can be seamless with Elavon. Our Dynamic Currency Conversion (DCC) service gives your international customers the option to pay in their home currency if using a Visa, Mastercard or Diners Club card.



**Over 80 currencies converted**

See page 7 for the latest list

### See

You can show your customers their sale in both currency amounts so they can clearly compare the two options.

### Know

Your customers can be certain of the final amount they will pay in their own currency and that will appear on their card statement.

### Lock in

The transaction is completed using the latest available exchange rate, including mark-up, and will not change.

# What DCC means to your business





# For however your customers want to pay



Elavon's payment solutions give your customers the payment options they want. Whether your customers are paying in person, online or over the phone you can offer them the choice to pay in either your local currency or their home currency, when they use a Visa, Mastercard or Diners Club card.

## Card present

### Chip & PIN



Enable DCC on your payment terminals.

### Contactless



Switch to Chip & PIN for DCC.

### Mobile wallet



Switch to Chip & PIN for DCC.

Insert card into terminal. The screen will show the amounts in both local and home currency for customer to make an informed choice.

## Card not present

### Phone



Integrate DCC into your MOTO payments process.

### Online



Integrate DCC into your online payments process.

### Pay By Link



Integrate secure payments into your email reservation process (DCC enabled).

Before authorisation, provide all DCC information including the sale amounts in both local and home currency for customer to make an informed choice.

Once customer has placed their order simply use Pay By Link (with DCC enabled) to generate a unique URL link to a payment page. Email your customer with their payment URL embedded to complete a secure DCC transaction.



### Select local currency Final amount unknown.

Card issuing bank applies their own exchange rate, mark-up and fees.



### Select own currency Final amount locked in.

Sale processed with latest exchange rate, mark-up and fees locked in.

# Supporting your currency needs everyday

Making payments is a part of everyday life, even more so when travelling. Let's create an imaginary customer called Tiffany who's travelling from her home country of the U.S. to the UK, and look at all of the DCC opportunities.



## In flight

Following take-off from JFK New York, Tiffany catches up on some last-minute work so pays for WiFi and a good cup of coffee as part of her in-flight service, choosing DCC as part of the payment process offered by the attendant.

JFK NY > HEATHROW LON



## Car hire

Landing at Heathrow in the UK, Tiffany quickly passes through the airport and arrives at the rental desk ready to collect her hire car. Again, she accepts DCC so she can lock in the final rental amount and be certain of the cost.



## Express check-out

Reception in the hotel is hectic so Tiffany decides to use Express Checkout to avoid delay. Knowing that she selected DCC when the pre-authorisation was taken at check-in, Tiffany has peace-of-mind that her final payment will be converted to Dollars, even though she's not checking-out in person.



## Restaurant

In the evening Tiffany meets some old university friends for dinner. Even when splitting the bill, she can still choose to convert her share into Dollars with DCC.



## Hotel check-in

Having pre-booked online, check-in is seamless on arrival at the hotel. Tiffany's also pleased to know the hotel have taken a pre-authorisation with DCC on her card, so she knows all charges will be processed using the latest available exchange rate.

## Credit card statement

Date	Description of Transaction	Money out
23 Aug	NBA Airlines, JFK £12.00 Pound Sterling, London, Exch rate \$1.31, Trans Fee \$0.55	\$15.70
23 Aug	HolidayAutos.com £151.19 Pound Sterling, London, Exch rate \$1.31, Trans Fee \$6.92	\$197.80
24 Aug	CityCuisine £45.00 Pound Sterling, London, Exch rate \$1.31, Trans Fee \$2.06	\$58.87

# How to include DCC in your sales process

DCC enabled terminals automatically identify internationally issued Visa, Mastercard and Diners cards making it easy for you to guide your customer through the payment process.

## See

You can show your customers their sale in both currency amounts so they can clearly compare the two options.

Latest regulations require transactions made with a European Economic Area (EEA) or \*UK issued card, with an EEA-based business to now express the mark-up fee as a % over the European Central Bank (ECB) latest available euro foreign exchange reference rate(s). Non-EEA issued cards are not affected and continue to display the DCC mark-up as a fixed %.

[Go to FAQs for more information](#)

EEA currencies	Non-EEA currencies				
<p>SELECT CURRENCY?</p> <table border="1"><tr><td> EUR €50.00</td><td> DKK 386.44 DKK</td></tr></table> <p>1 EUR = 7.451476 DKK 3.72% mark-up over the ECB rate</p>	EUR €50.00	DKK 386.44 DKK	<p>SELECT CURRENCY?</p> <table border="1"><tr><td> EUR €50.00</td><td> USD 57.10 USD</td></tr></table> <p>1 EUR = 1.1037514 USD 3.5% mark-up</p>	EUR €50.00	USD 57.10 USD
EUR €50.00	DKK 386.44 DKK				
EUR €50.00	USD 57.10 USD				

## Know

Here's the key information you need to share with your customer so that they can make an informed decision about accepting DCC.

SELECT CURRENCY?

GBP £50.00	EUR €60.03
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1 GBP = 1.157618 EUR  
3.72% mark-up over the ECB rate

- Local amount and currency
- DCC amount and currency
- Latest available exchange rate
- The mark-up % (different for EEA/UK and non-EEA countries)
- A clear question, such as, Select Currency?
- A clear way for the customer to either accept or decline DCC, such as adding country flags to a touch screen

## Lock in

If your customer opts-in to DCC the transaction is immediately converted, locking in Elavon's latest exchange rate including commission. The final price they see on the receipt is what will appear on their statement.

- Local amount and currency
- DCC amount and currency
- Latest available exchange rate
- The mark-up % (different for EEA/UK and non-EEA countries)
- A disclaimer confirming DCC acceptance and Elavon's details, as the service provider

\*Note: UK (Brexit) legislation maintained the Cross Border Payment Regulation hence applies the same DCC rules outlined above as all EEA countries.

**STORE NAME / STORE ADDRESS / CONTACT DETAILS**

DATE:                      TIME:  
SALE REF:                      AUTH CODE:  
MERCHANT ID (MID):  
TERMINAL ID (TID):  
CARD TYPE: Visa  
PAN: XXXX----XXXX----  
EXPIRY: XX/XX  
SALE AMOUNT:                      **€50.00**  
EXCHANGE RATE:                      1 EUR = 7.451476 DKK  
MARK-UP %                      3.72% over ECB rate

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**FINAL AMOUNT/ TRANSACTION CURRENCY:    DKK 386.44**

I have been offered a choice of currencies and have chosen to accept DCC and pay in <<DCC currency>> at today's exchange rate.

*DCC provided by Elavon Merchant Services.  
Elavon Merchant Services receive Foreign Exchange Transaction Services from US Bank.*



# Maximise your DCC performance

## Step 1

### Motivate your team

We can support your staff training to ensure they understand the benefits of DCC and feel confident offering it to your customers in a compliant way.

## Step 2

### Monitor DCC activity

Share your DCC performance reports to highlight successes and identify areas for improvement, ensuring your team offer DCC at every opportunity.

## Step 3

### Maintain customer service

DCC is completely transparent and gives customers peace of mind. Chargebacks will reduce too because customers know the exact amount they will see on their statement.

# Track your performance online

The quickest and easiest way to view your DCC statement is on our online reporting tool called Elavon Connect at [elavonconnect.com](http://elavonconnect.com)

### 1 DCC potential

Volume of transactions that were eligible for DCC that month

### 2 DCC actual

Volume of converted DCC transactions

### 3 Hit rate

Track this monthly as it shows the percentage of eligible DCC sales that were actually converted using DCC. The higher this rate, the higher your revenue

DCC Information					
	3 Hit Rate%	Volume	Item Count	4 Rebate Earned	Missed Rebate
1 DCC POTENTIAL		39,136.46	230		
2 DCC ACTUAL	54%	21,365.73	150	-213.66	
5 DCC Missed		17,770.73	80		-177.70

### 5 DCC missed

This is the amount of unconverted DCC volume for that month and shows the missed revenue opportunity

### 4 Rebate earned

See your DCC revenue at a glance

There are two great reports available exclusively online that will give you valuable insights into your DCC performance:

### DCC Terminal Performance Report

This report shows you the volume of DCC eligible transactions by terminal so you can compare DCC performance in different areas of your business. This can provide valuable insights, such as a staff training requirement.

### Volume Per Card Issuing Country Report

Here you can see where your customers are coming from. This insight can assist targeting new business in specific location or ensure you have the right language support for staff management.

# Dynamic Currency Conversion Currencies

Angolan Kwanza	AOA		Danish Krona	DKK		Malaysian Ringgit	MYR		Singapore Dollar	SGD	
Argentine Peso	ARS		Dominican Peso	DOP		Mauritian Rupee	MUR		South African Rand	ZAR	
Australian Dollar	AUD		East Caribbean Dollar	XCD		Mexican Peso	MXN		South Korean Won	KRW	
Bahamian Dollar	BSD		Egyptian pound	EGP		Moroccan Dirham	MAD		Sri Lankan Rupee	LKR	
Bahraini Dinar	BHD		Euro	EUR		Mozambique Metical	MZN		Swedish Krona	SEK	
Bangladeshi Taka	BDT		Ghanaian Cedi	GHS		Namibia Dollar	NAD		Swiss Franc	CHF	
Barbados Dollar	BBD		Guatemalan Quetzal	GTQ		New Zealand Dollar	NZD		New Taiwan Dollar	TWD	
Bermudan Dollar	BMD		Hong Kong Dollar	HKD		Nigerian Naira	NGN		Tanzanian Shilling	TZS	
Bosnia-Herzegovina Convertible Marks	BAM		Hungarian Forint	HUF		Norwegian Krona	NOK		Thailand Baht	THB	
Botswana Pula	BWP		Iceland Krona	ISK		Omani Rial	OMR		Trinidad & Tobago Dollar	TTD	
Brazilian Real	BRL		Indian Rupee	INR		Pakistani Rupee	PKR		Turkish Lira	TRY	
British Pound Sterling	GBP		Indonesian Rupiah	IDR		Panamanian Balboa	PAB		UAE Dirham	AED	
Bruneian Dollar	BND		Israeli New Shekel	ILS		Paraguayan Guarani	PYG		Uganda Shilling	UGX	
Bulgarian Lev	BGN		Jamaican Dollar	JMD		Peruvian Nuevo Sol	PEN		Ukrainian Hryvnia	UAH	
Canadian Dollar	CAD		Japanese Yen	JPY		Philippine Peso	PHP		Uruguayan Peso	UYU	
CFA Franc BEAC	XAF		Jordanian Dinar	JOD		Polish Zloty	PLN		US Dollar	USD	
Chilean Peso	CLP		Kazakhstani Tenge	KZT		Qatari Rial	QAR		Vietnamese Dong	VND	
China Yuan Renminbi	CNY		Kenyan Shilling	KES		Romanian New Leu	RON		West African Franc	XOF	
Columbian Peso	COP		Kuwaiti Dinar	KWD		Russian Ruble	RUB		Zambian Kwacha	ZMW	
Costa Rican Colon	CRC		Macanese Pataca	MOP		Saudi Riyal	SAR				
Czech Koruna	CZK		Macedonian Denar	MKD		Serbian Dinar	RSD				

If you require help or information,  
please get in touch.



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Y4754V30823