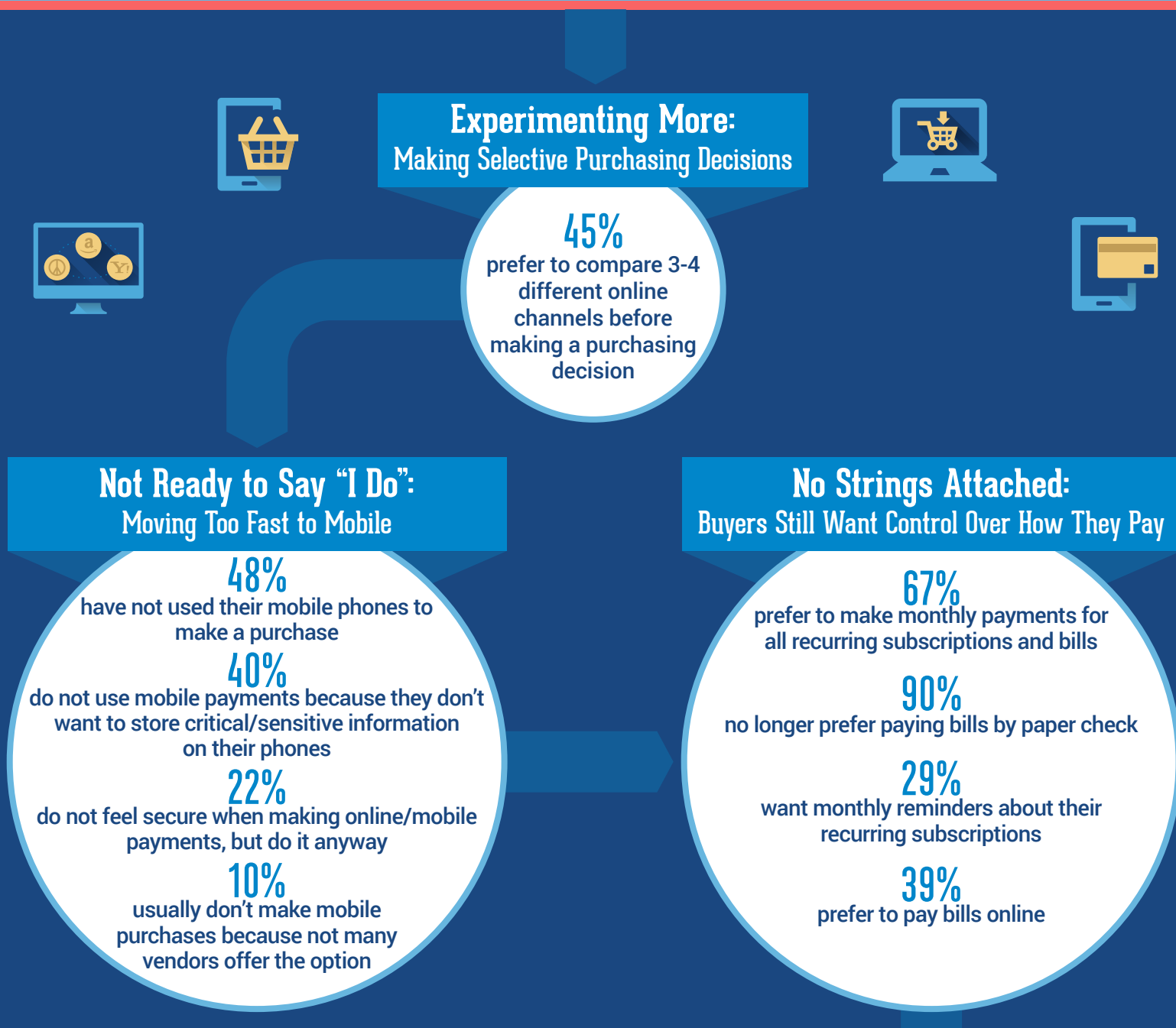


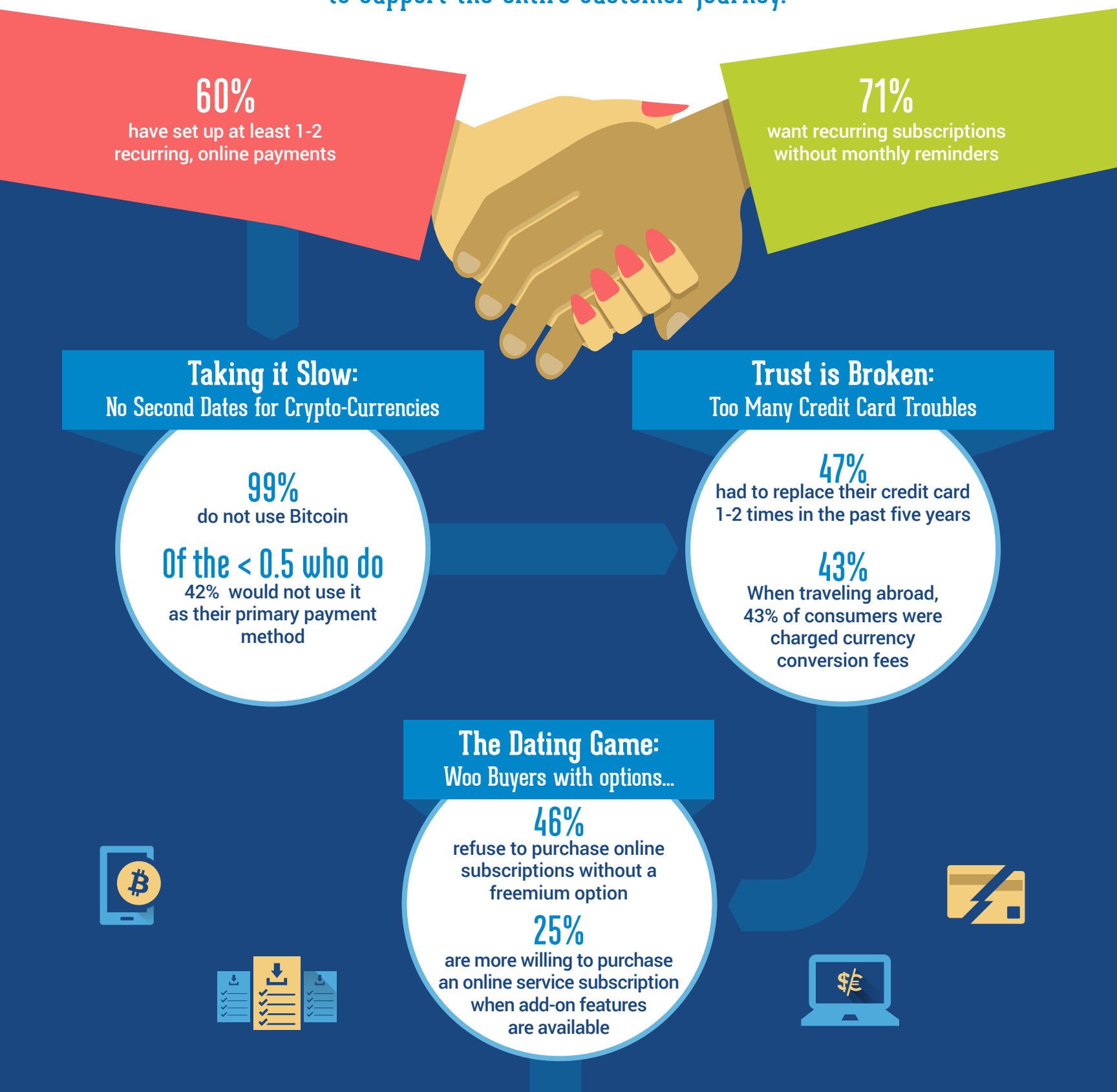
# Is Your Relationship with YOUR ONLINE SERVICE PROVIDER a Summer Fling?

Exploring how today's new [and smarter] buyers are transacting and interacting with their online service providers



## Secret Revealed: Buyers are Looking for a Long-Term Relationship

Online Service providers can no longer rely on just payment processors to support the entire customer journey.



## Buyers Want More From their ONLINE SERVICE PROVIDER Relationship than a Payment Transaction.

Buyers are being communicated with and seeking information at multiple touch points—social media, online reviews, etc.—and expect consistent experiences and to have the option to easily buy at anytime, any where. As consumers continue to demand more from their online service providers, **the secret to success is a long-term, paid relationship** where vendors are able to service at all touch points of the customer experience and purchasing journey.