



BLUEFLY

Merchant Q&A: Bluefly

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WHY ARE PAYMENTS IMPORTANT TO BLUEFLY?

Options. You have to give your customers as many options as possible. At the same time, you need to keep your checkout clean and have a high conversion rate.

WHAT MADE YOU DECIDE TO WORK WITH LITLE & CO.?

It's pretty simple: people and service. Personalized service is really important and that is what Litle does so well. There's increasing competition and people are always looking for a personal relationship. You want to feel like you have a partner in the business, not someone who's just doing a task. We feel that we have a partner in Litle and that they look out for our best interests.

DESCRIBE YOUR ONBOARDING EXPERIENCE.

It was simple and effortless. We onboarded from the acquiring end and it was just the flip of a switch. We thought moving to a different acquirer would be a huge endeavor and it wasn't.

WHY IS THE FACT THAT WE'RE SPECIALISTS IMPORTANT TO BLUEFLY?

We can't do everything. We'd like to have a full team of payment professionals who know everything about everything, but we just don't have the resources to do it. We want a processor we can turn to for any questions and know that we're going to get a quick response.

HOW DO YOU USE LITLE'S REPORTING AND ANALYTICS?

Litle's reporting UI is exactly where it should be versus the competition. It's very intuitive and user-friendly. We have a team that focuses on reconciliation and my team has said, "Litle is great...I can't believe what we were doing in the past and how easy we can do it now."

WHY IS IT IMPORTANT TO GET AUTHORIZATIONS DONE EFFECTIVELY?

It's important to optimize our authorizations so we can ship as quickly as possible. Not having to worry about an authorization going stale or expiring is reassuring. The business review process also reassures us that we're doing the right thing.

HOW HAVE WE MADE YOUR LIFE EASIER AT BLUEFLY?

Not having to jump through hoops to get a simple task accomplished or a question answered. The people connections are a huge differentiator versus your competition. It's made my life so much easier.

PETE EUSTIC

MANAGER, OPERATIONS AND CREDIT



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