

## Success Story

# Higher sales with the acceptance of the Diners Club card

“Diners Club members expect their card to be welcome everywhere – including Beyer Chronometrie.”

Markus Baumgartner, Sales Manager, Beyer Chronometrie AG



Why the acceptance of the Diners Club card is so important for Beyer, is explained by Sales Manager Markus Baumgartner who has been with the successful family company for 13 years.

### Mr Baumgartner, what makes Beyer Chronometrie so special?

250 years of experience, sound advice and a unique tradition as a family-run business make shopping at Beyer a very special experience. Also, with our own watch and goldsmith's atelier we are in a position to offer our customers excellent after-sales service.

### And how do your customers pay?

Our customers are discerning and quality-conscious. In every case they want to be able to pay with their preferred card. That is why we accept not only the usual cards such as Visa, MasterCard and Maestro, but also less common cards such as UnionPay from China and JCB from Japan – and Diners Club too, of course.

### Why is the acceptance of the Diners Club card so very important?

Worldwide over 8 million customers have a Diners Club Card. In Switzerland there are roughly 40,000 cardholders. Diners Club is the oldest credit card in the world. For many cardholders it is much more than just a means of payment. A membership in the Diners Club brings numerous advantages and perks. Many members also use their card specifically to earn frequent flyer miles.

Diners Club members expect their card to be welcome everywhere – including Beyer Chronometrie.

### And what benefit does the acceptance of the Diners Club card bring you, the merchant?

Diners Club is doubtless not a card for everyone. It's a fact that Diners Club members have above-average purchasing power and like to spend their money on luxury goods. And as a specialist watch and jewellery store, we naturally benefit from that. Besides, it doesn't cost us any extra to accept the Diners Club card.

### Are there any other advantages for you as a retailer?

A major advantage for us is that the contract for Diners Club automatically includes the acceptance of the Discover card too – and on identical terms: this means that we can provide the same warm welcome to customers from the USA, where the Discover Card enjoys widespread acceptance with some 50 million cardholders.

### Why do you also use SIX Payment Services for the processing of the Diners Club Card?

Our customers are discriminating – and so are we. We have long used SIX Payment Services for payments via Visa and MasterCard, Europe's most common credit cards, and the Maestro debit card, and are very satisfied with the high quality of service. With SIX Payment Services we get everything from a single source. That's a crucial factor for us. We have no doubt at all that SIX Payment Services is the right acquirer for us – for Diners Club and Discover too.

### The situation

As a renowned specialist retailer for watches and jewels, Beyer Chronometrie is aware that discerning customers always want to pay with their preferred card.

### The goal

Beyer Chronometrie expects their acquirer to be able to process credit cards such as Diners Club, Discover, UnionPay and JCB without a hitch.

### The solution

SIX Payment Services offers everything from a single source: SIX Payment Services processes not only the Visa and MasterCard credit cards and the V PAY and Maestro debit cards, but also additional products such as Diners Club, Discover, UnionPay and JCB.

#### Overview

SIX Payment Services has offered the processing of the Diners Club and Discover credit cards since January 2010. Diners Club is the better-known of the two in Europe; it is used by approximately 40,000 cardholders in Switzerland and by some 8 million cardholders worldwide.

With the acceptance of the Diners Club Card, merchants automatically accept the Discover Card too – on the same conditions. This allows merchants to tap into some attractive sales potential, as the Discover Card is one of the leading credit cards in the United States, used by over 50 million cardholders.

Furthermore, a co-branding partnership exists between Diners Club and Discover with the card organisation BC Card from Korea and DinaCard from Serbia. There is also a strategic partnership between Diners Club/Discover and NPCI (National Payment Corporation of

India), which is responsible for issuing India's RuPay card. As a merchant, if you accept Diners Club and Discover credit cards you can also accept BC Card, DinaCard and RuPay cards on your terminal.

#### Further advantages for the merchant:

- Higher sales, as Diners Club and Discover cardholders spend on average significantly more per transaction than those with a Visa or MasterCard
- Steady growth of Diners Club and Discover cardholders – cards are issued in 66 countries
- All products, one single point of contact

#### Advantages for cardholders:

- Special cards are available for a range of needs, e.g. for golfing enthusiasts or shopping fans
- Exclusive advantages such as free access to international Diners Club airport lounges, airline miles, concessions and much more
- Broad acceptance in over 185 countries worldwide

### Information about Beyer Chronometrie Ltd

With its 250-year history, Beyer Chronometrie is Switzerland's oldest specialist retailer for watches and jewellery and boasts the richest tradition. Founded in the year 1760, the company has always been passed on from father to son – all qualified watchmakers – and today is managed in the 8th generation by René Beyer. The product range comprises 14 top watch brands and exclusive jewellery, as well as antique watches and clocks. The basement beneath the store on Bahnhofstrasse in Zurich houses the impressive clock and watch museum, where about 500 exhibits from 1400 BC to the present day are on display.

[www.beyer-chronometrie.ch](http://www.beyer-chronometrie.ch)

Your local point of contact can be found at: [www.six-payment-services.com/contact](http://www.six-payment-services.com/contact)

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