

PCI Merchant Account Press Release

Business Savvy Proprietors Benefit on Merchant Account Solution

PCI Merchant Account offers solutions for businesses to save on everyday processing fees and build branding by providing an alternative to PayPal®.

St. Louis, MO ([PRWEB](#)) March 4, 2009 – The new economic climate has many business owners scrambling for ways to cut costs and simultaneously grow their businesses. These maneuvers have varied from eliminating annual raises to implementing ultra discounts on expensive items. However, for many businesses, including online retailers, one of the most overlooked solutions is reviewing their merchant service provider. Letting PayPal or other turnkey payment systems manage transactions can impact the bottom line of any business. Keep in mind the premium benefit of having a personalized payment solution: brand loyalty or customizable control of the buyers' experience. Missing out on this connection can quickly cut into a core audience especially one comprised of repeat or service-focused customers. These effects can be avoided by utilizing PCI Merchant Account, a payment processing solution that maintains business brand and can help reduce costs.

Unlike most off-site party payment solutions like PayPal and Google Checkout, PCI Merchant Account allows any customer to purchase items without losing the design and branding of the website. With a PCI merchant account, anyone may simply add a "Buy Now" button to an already existing website page, allowing customers to easily purchase the item. Business owners can feel assured that the message is clear and customized for shoppers.

"As our business began to build up steam, we realized that the old ways of processing our clients' purchases were unproductive and thereby not good for our image. We recognized a need to brand our business throughout the entire purchasing process, especially since our reputation had expanded beyond close contacts. This is why we signed up with PCI Merchant Account for credit card processing, and we have since cut processing costs and gained loyalty with our customers." said Robin Rath, Principal of Digital Media Midwest, a client of PCI Merchant Account.

PCI Merchant Account payment solutions solve the problem for businesses of processing customer payment information in a secure way approved by Visa and MasterCard. As a leading provider of PCI (Payment Card Industry) compliant credit card processing solutions, PCI Merchant Account guarantees that the complexity and evolving subject of safeguarding credit card data will not spoil your business. They work with the most renowned subject experts in the industry to deliver the latest information about PCI compliance guidelines, best practices, and technology to help ensure that your customers are safe shopping with you. Above all, they strive to make the process simple and effortless.

About PCI Merchant Account

PCI Merchant Account is a concerned advocate for credit card processing security. The partnerships established by PCI Merchant Account are set forth to ensure that consumers are

protected from the use of credit cards and businesses that accept them from fraud, hacking and other security threats.

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