

BanRegio/Hey Banco enhances merchant onboarding and risk management with G2RS



Industry

Financial services

Size

Over 200 branches

Location

HQ in Monterrey, Mexico

Other facts

30 years of experience in the financial sector

About BanRegio/Hey Banco

BanRegio/Hey Banco is a prominent financial institution with over three decades of experience in Mexico's banking and payments sector. With more than 200 branches nationwide, the company continues to expand its services, focusing on acquiring services that integrate seamlessly with both national and international card systems.

As a rapidly growing entity, BanRegio is committed to ensuring the integrity of its transactional ecosystem, which involves not only providing innovative payment services but also managing fraud and risk effectively.

Background and challenges

Before implementing G2 Risk Solutions (G2RS), BanRegio struggled with managing merchant onboarding and monitoring risk effectively. Without a proper system to track merchant activity or verify URLs, ensuring continuous brand compliance and preventing fraud was a challenge. As David Omar Juárez Maldonado, PFA Manager at BanRegio, put it: "We had inadequate control over merchants entering the acquisition process, and there was no monitoring of the URLs present." This lack of visibility and control during onboarding left the bank exposed to potential risks.

Decision to switch

The decision to adopt G2RS was driven by the need for a more robust monitoring system. G2RS offered a comprehensive solution to streamline merchant onboarding and improve fraud prevention measures. The solution's ability to provide detailed insights into merchant activities and its seamless integration into BanRegio's existing systems were key factors in the decision.

"The greatest benefit of using G2RS has been the significant improvement in merchant monitoring and risk management."

David Omar Juárez Maldonado
PFA Manager, BanRegio

Implementation process

The implementation of G2RS was smooth and straightforward, thanks to the support from the G2RS team. The onboarding process for merchants became more thorough, allowing BanRegio to gain a deeper understanding of each merchant's operations. The solution provided BanRegio with better control over its acquisition process and the ability to monitor transactions more effectively.



Positive impact

The use of G2RS has had a positive impact on BanRegio's operations, enabling the company to enhance its fraud prevention capabilities while supporting its transactional growth. By having better control over the onboarding process and the monitoring of merchant activities, BanRegio has been able to mitigate potential fraud risks and ensure a healthier operational ecosystem.

Future outlook

Looking ahead, BanRegio sees G2RS as an essential tool for supporting its continued growth, particularly as it adapts to new challenges in fraud prevention and merchant risk management. The company plans to continue leveraging G2RS to maintain its high standards of compliance and expand its services in the national and international markets.