

MoneyGram: Bringing speed to digital remittance transfers



Cash makes way for digital remittances

With an ability to deliver money to over 400,000 physical locations across more than 200 countries and territories, MoneyGram helps friends and family support each other financially around the world. Historically serving underbanked populations transacting in cash, MoneyGram is digitally transforming P2P payments; bringing money transfers to its web and mobile properties, serving new demographics, and delivering choice in how its customers make money transfers. Recipients picking up cash expect instant access to money as soon as a sender initiates a transfer. To bring the same speed and convenience to transfers routed to bank accounts, MoneyGram turned to Visa Direct.





Our continued expansion with Visa Direct is an important component of our customer-centric strategy to provide a streamlined, frictionless customer journey and real-time transfer capabilities to millions across the globe who rely on our essential service.

Alex Holmes

MoneyGram Chairman and CEO



Challenge: How to deliver speed to account deposits

As MoneyGram has served a wide variety of global audiences for the past 80 years, historically much of its business has been conducted through walk-in locations. However, in recent years, the company has executed a digital transformation and rapidly evolved its business model to meet the changing needs of consumers and deliver innovative financial solutions that connect the world's communities. Today's consumers value four key factors when sending money – speed, cost, convenience, and security¹ – so MoneyGram has focused on accelerating customer-centric capabilities and digital growth, such as the expansion of direct account deposits in new markets. That's where the MoneyGram and Visa Direct relationship comes in. Visa Direct was tasked with helping MoneyGram execute its strategy to enhance the speed of cross-border payments and scale its distribution capabilities – without increasing operational costs.

Solution: Faster delivery, simplified routing

To solve its cross-border speed challenge MoneyGram integrated Visa Direct technology into the transfer process via Cybersource, and now serves 5 regions and 60+ countries with Visa Direct's Send-to-Card capability. Instead of using traditional bank account numbers for account transfers, senders specify the recipient's 16-digit debit card number to route the payment. Routing through a debit card utilizes an easily accessible standardized number, reduces friction, and improves the user experience for senders. A Visa Direct Original Credit Transaction (OCT) pushes the money using the Visa card network directly into the recipient's bank account. If the recipient's card is fast funds enabled, the money will arrive in 30 minutes or less and be ready to use.

Result: Digital transformation gains speed

Visa Direct point-to-point money movement and real time² capabilities are helping MoneyGram continue to advance its digital transformation. Digital transfers can enhance the user experience because some consumers prefer digital receives to save time that would otherwise be spent dropping off and picking up cash. And MoneyGram customers are taking note; in a survey³, 63% of respondents indicated that they've used more apps and digital tools this year, illustrating a major shift to digital in cross-border money transfers. Visa Direct is helping MoneyGram further enhance speed, transparency, and efficiency on their transactions, maintaining a competitive edge.

Future: Global expansion opportunities powered by Visa

As part of MoneyGram's focus to invest in major receive markets, MoneyGram expanded its real-time direct to account transfer capabilities led by Visa Direct functionality to numerous Latin American, Asian, and European countries. Recently, MoneyGram has also launched real-time P2P Payments with Visa Direct through a partnership that has enabled them to open money transfers across 575 corridors from 25 countries in Europe. With an ability to reach 180+ countries in any of 160 currencies through its existing connection to Visa Direct, MoneyGram can expand digital services to wherever its customers need to move funds.

Learn more

[Click here to visit the Visa Direct website](#)

1. Source: Visa study: NA senders & Vietnamese/Philippine Receivers, Q4 2020 (n=216)
2. Actual fund availability depends on receiving financial institution and region.
3. MoneyGram. (2021 December 16). New MoneyGram Survey Reveals Strong Remittance Consumer Sentiment, Driven by Needs Abroad and Digital Adoption [Press release]. Retrieved from <https://ir.moneygram.com/news-releases/news-release-details/new-moneygram-survey-reveals-strong-remittance-consumer>