



## CUSTOMER INSIGHTS

# ASMALLWORLD

### IN A NUTSHELL

ASMALLWORLD, the leading private international lifestyle club, has joined Banking Circle to take the hassle and cost out of payments to suppliers around the globe.



ASMALLWORLD has members in over 100 countries worldwide, offering more than 1,000 events. Membership of the Banking Circle means ASMALLWORLD can manage payments to suppliers smoothly and without it becoming a distraction from the focus on business growth.



#### WHO

ASMALLWORLD creates events for internationally-minded individuals, building a community for people who want to open their lives to each other. They want to share extraordinary experiences and ensure that fellow members can live like locals, wherever they go. The business, therefore, has a network of global suppliers supporting its services.



#### WHY

ASMALLWORLD works with a vast array of vendors around the world to deliver the events for its members, making payments to them in a range of currencies. To manage the high volume of transactions to this global network of suppliers, quickly and smoothly, ASMALLWORLD needs a truly global payment solution that is not limited by currency or cost.



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### WHAT

The Banking Circle enables ASMALLWORLD to pay its vendors in local currency, as well as providing savings of as much as 50% compared to traditional banking services.



### HOW

The web-based Banking Circle allows ASMALLWORLD to carry out more transactions worldwide, at very low cost. The Banking Circle offers an affordable alternative to traditional banking services, enabling ASMALLWORLD to make transactions in any currency, facilitating its global expansion plans.

### WHAT THE CUSTOMER THINKS ...

*"Using a traditional bank meant we had significantly higher fees, especially for the high volume of low value transactions we carry out on a day-to-day basis. Banking Circle offers us the perfect solution. We have already achieved significant savings on our banking fees for FX transactions, as well as global payments. Comparing costs between existing banking and Banking Circle new offering reveals cost savings of 50%.*

*Having a comprehensive global payment provider is very important for us. In fact, it's crucial for our business. Banking Circle can take care of back-end operations, leaving us to focus on the quality of our events and our core competencies. This partnership liberates us to continue to expand the business and deliver a unique experience to our members."*

**Sabine Heller**  
Director, ASMALLWORLD