



Email Template

CyberSource Gateway

Use Cases

Intro / First Touch (ISVs / eCommerce / Enterprise)

Subject: Scale Payments Without Re-platforming

Hi {{First Name}},

I wanted to introduce CyberSource, Woodforest's enterprise payment gateway designed for businesses and platforms that need to support digital, recurring, and omnichannel payments at scale.

CyberSource is ideal for organizations that want to:

- Accept online, in-app, and omnichannel payments
- Leverage tokenization, recurring billing, and fraud tools
- Scale without replacing their gateway over time
- Offload acquiring, risk, and settlement to Woodforest

Best,
{{Name}}

Discovery Follow-Up (After Initial Call)

Subject: Next Steps

Hi {{First Name}},

Thanks again for walking through your current payment environment.

Based on what you shared, CyberSource could be a strong fit because it:

- (notes from the call)

It's designed to give you a single, scalable gateway foundation, while Woodforest manages onboarding, acquiring, settlement, and risk behind the scenes.

If helpful, the next step would be a deeper dive with our technical team.

Best,
{{Name}}

ISV / Embedded Payments Outreach

Subject: Embed Payments

Hi {{First Name}},

Many software platforms want to embed payments, but building and maintaining gateway infrastructure, along with compliance and onboarding, can slow growth.

CyberSource provides an API-first gateway that lets you embed payments directly into your platform, while Woodforest manages the full acquiring lifecycle.

This allows you to:

- Deliver a seamless in-app payment experience
- Scale across multiple merchants
- Monetize payments without becoming a payments company

Happy to walk through what this looks like in practice.

Best,
{{Name}}

eCommerce / Growth Merchant Outreach

Subject: Built for Your Payments

Hi {{First Name}},

Many growing eCommerce businesses start to hit limits with their current gateway, especially around fraud, reporting, and scaling across channels.

CyberSource is designed for that next phase, providing:

- Advanced fraud and risk management tools
- Tokenization and stored credential capabilities
- A single gateway for online, mobile, and recurring payments

All while Woodforest handles settlement and funding.

If you're seeing friction as you scale, this could be worth exploring.

Best,
{{Name}}

Recurring / Subscription Use Case

Subject: Reduce Failed Payments

Hi {{First Name}},

For subscription businesses, failed payments and expired cards can create unnecessary churn and revenue loss.

With CyberSource, you get:

- Tokenization and stored credentials
- Recurring billing flows
- Account updater tools to reduce declines

This helps stabilize revenue and reduce manual recovery efforts.

Let me know if this is something you're looking to improve.

Best,
{{Name}}

B2B / Invoicing Use Case

Subject: Modernize B2B Payments

Hi {{First Name}},

Many B2B organizations still rely on manual invoicing, phone payments, and disconnected systems, which can delay payments and create reconciliation challenges.

CyberSource supports:

- Virtual terminal payments
- Invoicing and Pay-by-Link workflows
- Centralized reporting across all payment types

This allows businesses to streamline collections and improve cash flow without replacing their core systems.

Happy to share more if this aligns.

Best,
{{Name}}

Post-Demo Follow-Up

Subject: Next Steps

Hi {{First Name}},

Thanks again for your time today.

Quick recap:

- (notes from the call)

Recommended next steps:

- (what was aligned on the call)

Let me know how you'd like to proceed.

Best,
{{Name}}

Objection Handling – “We already have a gateway”

Subject: Planning for Scale

Hi {{First Name}},

That’s completely fair, most businesses already have a gateway in place.

The real question is whether your current gateway will continue to support you as volume, complexity, and fraud exposure increase.

CyberSource is built as a long-term, enterprise-grade gateway, giving you scalability, stronger fraud controls, and a single platform to support growth, while Woodforest manages acquiring and settlement.

Happy to walk through where it could improve your current setup.

Best,
{{Name}}

Partner Enablement / Deployment Setup

Subject: CyberSource Enablement

Hi {{First Name}},

To ensure a successful rollout, we recommend a focused enablement session covering:

- API-first gateway architecture
- Tokenization, fraud tools, and reporting capabilities
- Embedded payments and omnichannel workflows
- Roles and responsibilities (CyberSource vs WAS)
- Positioning vs Authorize.net and other gateways

This helps ensure CyberSource is positioned correctly as an enterprise gateway backbone, not a POS or basic checkout tool.

Let me know your availability and we’ll coordinate.

Best regards,
{{Name}}