



Best Buy

Partner Case Study

“(Upgrade+) is a great example of how we work with our vendors in unique ways to commercialize and showcase their technology innovation while also offering unique value and confidence to our customers.” - CEO Corie Barry, Best Buy Q3 FY2023 earnings call

Partner Type and Geographic Scope

- Partner Type:

Lender	Merchant	Brand
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- Geographic Scope:

US	Canada	LATAM	Europe	APAC	Africa
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Programs

[Xbox All Access \(US\)](#)

[Xbox All Access \(CA\)](#)

[Best Buy Upgrade+](#)

Background

- Best Buy is an electronics retailer that generates over \$51 billion in revenue across 1,042 stores in the US, 164 stores in Canada and includes Geek Squad, which offers technical support in store and online.
- Best Buy first partnered with LiftForward to launch the Xbox All Access program in the [US](#) in 2019 and [Canada](#) in 2021.
- Based on the strength and stability of the LiftForward platform, Best Buy launched a new subscription program [Upgrade+](#) in partnership with Citizens Pay and Apple.

Partner Business Objectives

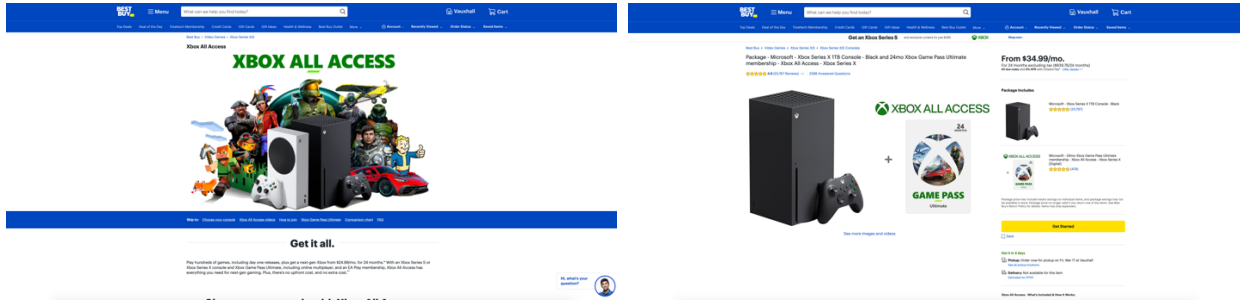
- Best Buy strives to meet their customers’ needs by providing affordable, innovative products and top-tier support.
- Best Buy needed a scalable, flexible platform to support its goal of expanding subscription offerings to meet consumer demands for the most advanced products at all times for a low monthly price.
- Best Buy wanted to combine the ability to seamlessly support multiple financing structures (installment loans, balloon payments, line of credit) with subscription capabilities (service attach, software attach, Device-as-a-Service) to increase customer lifetime value over time as more product families are added to Upgrade+.

Program Details

Xbox All Access (US)

Operating model ([learn more](#))

API-Only	Hosted Experience	Hybrid
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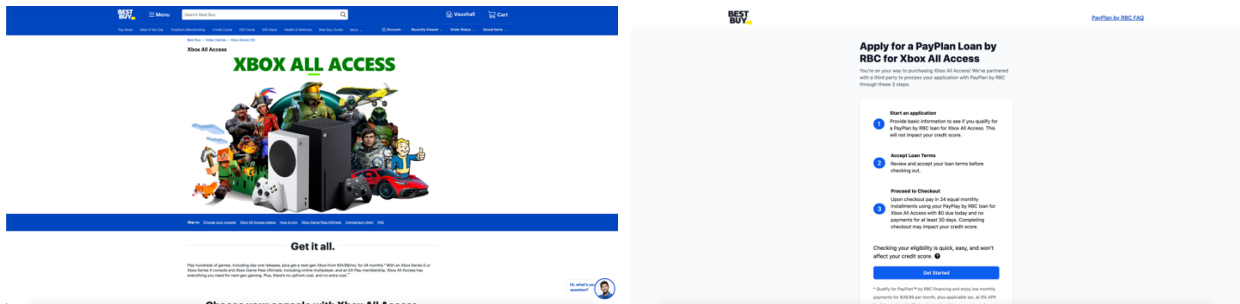


- Xbox All Access, Best Buy's first embedded finance program with LiftForward, gives customers the ability to finance the Xbox consoles with a digitally attached 24-months of GamePass Ultimate for single low monthly price.
- Xbox All Access subscribers save money compared to standalone purchases, and benefit from the convenient bundling of games through dynamic digital attach that removes the need for tokens or cards.

Xbox All Access (Canada)

Operating model ([learn more](#))

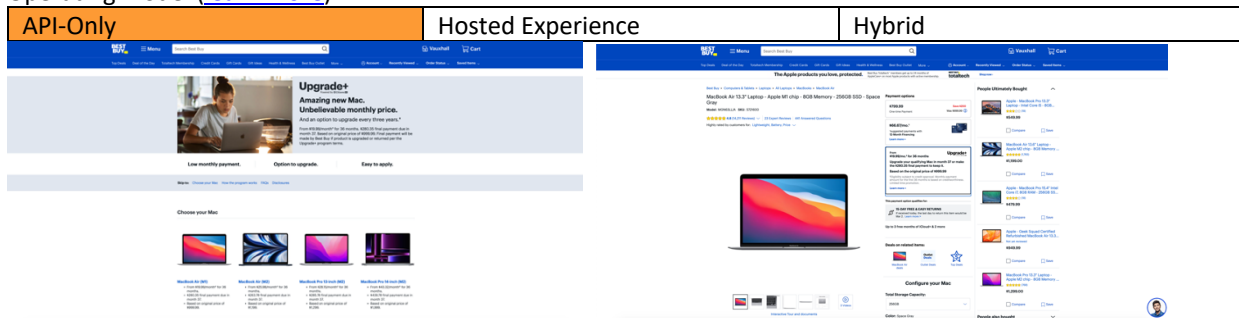
API-Only	Hosted Experience	Hybrid
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- Use of the common LiftForward platform allowed Best Buy to leverage internal operational efficiencies despite launching XAA in a different country with a different Lender in [Royal Bank of Canada \(RBC\)](#) who used their BNPL product, [PayPlan](#) as the payment vehicle.
- In addition to the [Customer](#), [Order](#) and [Asset](#) APIs used in the US, LiftForward [hosts the credit application](#) front-end for Best Buy Canada, simplifying the process for both Best Buy and the Lender, [RBC](#).

Best Buy Upgrade+

Operating model ([learn more](#))



- Due to the scalability, stability and flexibility that the LiftForward platform showed for XAA, Best Buy launched another program with LiftForward in Upgrade+.
- Upgrade+ is a Device-as-a-Service program launched by Best Buy US, initially with Apple products, using Citizens Pay as the payment vehicle through the LiftForward platform.
- Best Buy leveraged the LiftForward APIs already in place for XAA to allow customers to open a new account with Citizens Pay, purchase a driver product (selection of Apple devices), add AppleCare and accessories, pay in monthly installments and qualify for upgrades.
- Using LiftForward APIs integrated with both [Citizens](#) and Best Buy, the customer can seamlessly execute an upgrade to keep themselves in the most advanced devices.

LiftForward Solutions

Subscription Management:

LiftForward worked with Microsoft to design the technical, operational, and business flow for Xbox All Access to best leverage its platform for global scale and flexibility to support a wide variety of Merchants and Lenders.

Engage & Purchase:

LiftForward provided single-sign on integrations with each Merchant to ensure Customers felt comfortable with their trusted brand and saw a familiar journey as they chose the XAA bundles.

Application & Enrollment:

Despite supporting multiple Lenders across US, Canada, and Europe with different regulatory and security requirements, LiftForward established a standard, secure workflow that allowed the Lenders to use their existing systems and the Xbox team to plan and execute a global strategy without wide variations.

Payment & Settlement:

LiftForward worked with each Merchant to match their payment preferences (virtual card, direct ACH) to the program workflow. That allowed Merchants to participate through use of their existing payment flow and the Lenders to still received standardized data to process the applications.

Fulfillment & Attach:

LiftForward ensures that each customer has the same experience to digitally receive their 24-month GamePass directly to their console without any need for tokens or codes, regardless of the Merchant or country.

Renewal & Upgrade:

LiftForward connected the Lenders, Merchants, logistics providers and Xbox to allow customers to easily return and upgrade their old generation consoles for the new Series S and X.

Data & Analytics:

LiftForward provides granular data for all customer support activities, reconciliation reports to (a) Lenders to match virtual card and direct settlement transactions to their loan book and (b) Merchants to match their sales with the digital attach activity that is unique to the XAA program.

Contact Us

Let's get in touch! Fill out our Contact form [here](#).