

Revive IT: Earning buyers' confidence around the globe



Company name

Revive IT (formerly Nationwide Surplus)

Owners

Christopher Ko and Rick Krug

HQ

Phoenix, AZ

Industry

Computers and electronics

Website

ReviveIT.io

Challenges

- Build trust with online consumers around the globe.
- Reduce the risk of fraud for both the company and its customers.

Results

- Expanding international sales, which are now 19% of total sales.
- Buyer and seller protection, including for international transactions.

Entrepreneur and venture capitalist Christopher Ko had never thought about investing in an electronics recycling business. But that changed in 2011, when his longtime friend Rick Krug asked if he'd like to buy out his current partner, who was retiring. By the end of that year, Ko was on board as a co-owner at Nationwide Surplus, helping Krug set a course for growth.

Today, the company, recently rebranded as Revive IT, is a remarketer and reseller of refurbished and surplus electronics to the international marketplace. Revive IT operates an e-commerce site, two retail locations in Phoenix, Arizona, and Memphis, Tennessee, and a thriving eBay store. The company, which uses PayPal for all of its payments processing online, enjoyed a 137% lift in sales growth in 2014, with 19% of its sales coming from international customers.

Making transactions simpler for customers.

While Revive IT sells direct to the public, Ko explains that the company's "bread and butter is selling direct to end users online." And that, he adds, is a primary reason why Revive IT uses PayPal exclusively as its online payments processor.

"When we started selling on our website, and through our retail stores, we recognized that PayPal would be a good fit for us and for our customers," Ko says. "It has helped us tremendously to have one direct, specific place for all of the money to go. PayPal also lets us track and trace individual payments, unlike standard credit card processors."

Relying on a "beacon of comfort."

PayPal's reputation as a trusted payments processor for online transactions has helped Revive IT to grow its e-commerce business, according to Ko. "Consumers want the easiest, fastest way to make purchases online. I believe PayPal has done a fantastic job of enabling that experience," he says.

Ko adds that offering PayPal as a payment option has helped the company earn the trust of customers in the United States and countries around the globe. "If people aren't familiar with your business, they may at first wonder, 'Is this a legitimate transaction?'" he says. "PayPal gives them comfort that their purchase will be valid and secure."

PayPal's buyer and seller protection programs also help Revive IT to ensure its customers have a positive experience through to product delivery – and to preserve its bottom line.

“PayPal is usually ahead of the game when it comes to what I’m looking for as a business owner, and what I need to ultimately grow my sales. There’s no doubt in my mind that PayPal has been a huge help to our business.”

— **Christopher Ko**
Owner and Managing Partner
Revive IT

“We sell electronics, and we sell internationally. In this world where identity theft and fraud are rampant, PayPal may be the only beacon of comfort I have as a business owner,” Ko says. “Whether a customer says they didn’t receive the product, or it was damaged, or they didn’t order it, or something else, PayPal protects us.”

Laying the groundwork for future growth.

Currently, 19% of Revive IT’s online sales are international. Canada is the company’s top market outside of the United States, followed by the United Kingdom and Western Europe, particularly France, Germany, and Italy. Business from Mexico, as well as from markets in the Asia-Pacific region and South America, is also on the rise.

PayPal is proving to be a useful resource for Ko as Revive IT navigates new markets. Ko explains: “When PayPal launched PayPal PassPort,¹ it gave us insight into the different cultural aspects of international selling and marketing. As an e-commerce business that wants to expand international sales, it really opened our eyes to the possibilities.”

Revive IT’s e-commerce site soon will feature customized landing pages as a way to better serve customers in select international markets. “This will give our product listings more of a ‘hometown feel’ for those customers,” says Ko.

Revive IT is also working with e-commerce solutions provider Bigcommerce to build a new online store. According to Ko, the new platform will make the site’s backend infrastructure more flexible, and enable the Revive IT team to modify product listings more easily. He says PayPal also will be more of a “centerpiece” at checkout.

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He adds, “Everyone at PayPal, from my account representative all the way up the chain, not only has been helpful, but also engaged. I truly believe that PayPal cares about buyers and sellers, and making transactions simpler and more secure.”

Learn more.

To learn more about how PayPal can help your business sell more – and connect with your customers wherever they shop – go to paypal.com/business or call us at 855-787-9088.

¹ PayPal PassPort is a website designed to educate and empower small businesses with free tools to expand their global sales. For more information, go to paypal-passport.com.

paypal.com/business