

The Job Creator

Taking time out of hectic schedule, Dr. Andy Khawaja of Allied Wallet provides us with an insight into the company's award-winning global online services following his recent success in Wealth & Finance's Leaders in Finance Awards in which he was rightly awarded the title E-Commerce CEO of the Year.

Firstly, can you explain to us the work that Allied Wallet provides to clients?

Here at Allied Wallet, we provide our clients with global online services with the tools of fraud reduction and cyber security implemented in Allied Wallet's Global Payment Gateway infrastructure. Not only do we process credit cards domestically and globally, but at the same time, we reduce the fraud ratio and chargeback based on the massive negative database that we have generated over the past 12 years since the dawn of the company.

Many providers at times take advantage of the honest merchants in terms of high chargebacks. So, when it comes to Allied Wallet's system, data comes into that negative database and we identify the good and the bad. As a result, the transaction is thrown away when the card is related to that negative database.

Tell me how Allied Wallet invests in people - your staff and your clients?

We work with our clients to teach them what's good and what isn't, and advise them not to just sell a product, but to look at what the consumer needs to maximise profit. My team members work hand in hand with every merchant and consumer, indeed we are dedicated to providing outstanding services to them. We want to educate them and what could be potentially bad or good and we look at businesses for which we have processes in place for and we understand how businesses grow. We can therefore give any business advice based on our existing experience.

Could you please tell us more about the specific expertise that Allied Wallet has when it comes to investments?

The best investment we do, is to give the opportunity for a business to launch. Even if you have a brilliant idea today and start a business from scratch, the biggest problem it to have a financial institution who will allow you to start trading. Many banks expect you to have financial backing behind you, but those who have just graduated from university do now have this behind them.

If you want to provide credit card processing and services, but the bank would want to know how much business the entrepreneur would be doing in six months and what the chargeback could be within that period. The bank therefore expect

security from the budding merchant, but with Allied Wallet, we provide these services based on the business study and we don't take money upfront. If we like the business, we ask to invest in it if we like it.

How did you become a CEO? What path did you take to become one?

I started as an employee and I saw the way that my superior managers handled the tasks and directed us. In this position for 16 or 17 years, I learned what the tasks are for a CEO running a company. Over the years, I have seen some individuals fail and others succeed greatly. However, I have learned from life experience, rather than just from the books that you study at school. If you don't have the field experience, then it is a completely different ball game over here in the USA.

I have seen instances of where the wrong CEO is in place and the company concerned has failed. The CEO may blame the staff for such a failure. However, the real issue here is that the CEO was not interfering or being hands on in any of the daily activities, so that is why a company can fail. Having learnt this, I got to the point that when I had created Allied Wallet and I knew that I had done something right.

As the founder and CEO of the company, I have decided to work alongside my staff to ensure that they feel comfortable with me and that I am one of them. They should not be worried about any issues that are happening. Indeed, I do encourage them to talk to us, allowing us the opportunity to solve any challenges together, to make the future better and bring in improvements where required.

Can you tell us what is the possibly the best thing about being a CEO?

It is not only just the responsibility of being a CEO, but it is also about me seeing things done correctly. It is about ensuring that Allied Wallet are achieving goals and that our merchants are doing the same. The merchants must have reliable services, something that I can provide so that makes me feel proud of myself, the company and my team.

What sets your experts apart from others in the e-commerce field?

Firstly, we are the leader in the field and secondly, we are creating jobs and promoting entrepreneurs

and we are making a new way for the youth to get out there and start a business and build themselves a company. We want to provide them with clean transactions, so they can stay in business. Whatever helps the community, I would say that we are the best at that and we want to carry on doing that on a global level.

Looking at the industry as a whole, what impact would you say is Allied Wallet having on the world today, as the results of the investment and efforts you have put into building it up?

Firstly, Allied Wallet is creating jobs and secondly, we are giving the millennials the chance to trade and conduct business without financials. We are opening doors for people who want to self-employed and independent, and this is having a massive impact because when we allow this to happen, will enable the creation of more jobs which will grow the economy and make the online business areas a safer place.

Looking ahead to what the future holds, where do you see Allied Wallet heading in five years' time?

In five years time, as being 10 times its present size, because the internet is growing along with Allied Wallet's work. In addition, the confidence and respect that the company is earning, is increasing daily. I believe that our services will be provided in as many as 80 countries then.

What do your customers say about what you do? What kind of feedback do you receive from them?

If you come and visit my office, you will probably see seven or eight boxes of chocolate and bottles of champagne. Consumers and businesses send me presents and letters saying things such as 'thank you so much for being in our life' or 'without you we would be out of business'. Comments like that put a smile on my face because it affirms that I am doing the right thing, which is we will keep the economy going.

Finally, is there anything you would like to share with our readers?

Ultimately, it is my opinion that if you work smart and believe in yourself then you can achieve your dreams.

Company: Allied Wallet
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