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ALTERNATIVE PAYMENT METHODS

A Detailed Handbook

An introduction

Welcome to Payyo's handbook for alternative payment methods!

Here you will find everything you need to know about payment methods apart from Credit Cards. We explain why using alternative payment methods is beneficial for your business and we introduce you in detail to all payment methods Payyo offers.

Payyo is constantly working on expanding the range of different APM, according to the needs of clients.

Why using alternative payment methods?

✓ Did you know that approximately 6% of customers end an online transaction because their preferred payment method is not available? Some sources even claim that this percentage is higher if only credit cards are offered as a payment method.

✓ As a payment partner for platforms, SaaS and marketplaces in the travel and leisure industry, we are aware how important an online payment flow of high quality and the resulting conversion for a merchant is. Conversion means the ratio when a website visitor turns into a customer, in this case, in successfully completing a payment.

✓ There are different factors related to higher conversion rates. Looking at the mere checkout process, there are a lot of technical aspects that drive or decrease conversion. But also, the number of available payment methods is an important asset for a merchant's turnover. It is even possible to access new markets with additional local payment methods in the checkout. To help their clients grow, Payyo considered this topic and solved the problem of an insufficient conversion rate by adding relevant payment methods for merchants and their customers.

✓ As you can see in the chart below, Payyo has a large portfolio of alternative payments that are already used by some of the customers through Payyo's HPP (Hosted Payment Page). Even Though, credit cards are the most common payment, adding alternative payments will help to increase the conversion rate.

Which alternative payment is beneficial for my business?
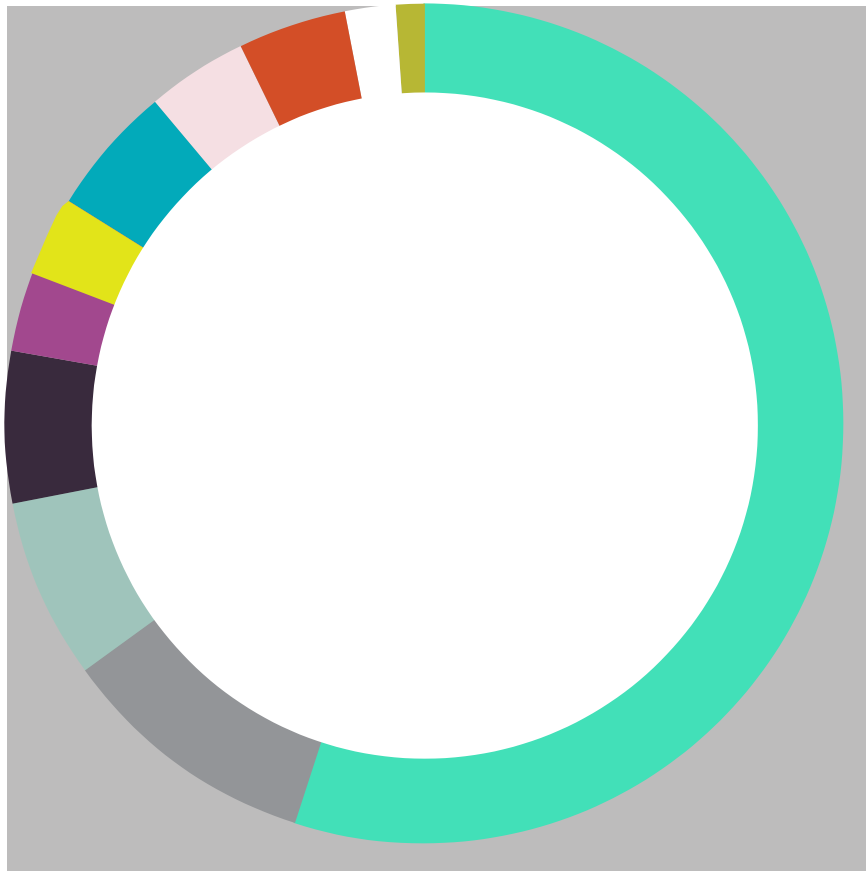
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Whether merchants are looking to achieve successful geographical expansion or improve the conversion in their domestic markets, alternative payments during the checkout process can play a key role.

Payment method fragmentation varies strongly by geography, while credit card brands have become internationally available, others have remained confined to a single country, or even a single segment of the population in that country. Therefore, identifying their target audience is an important first step at the moment to decide which payment options offer to your clients.

For example, if you are planning to target Swiss market you should enable Pay by Invoice, whereas if you want to reach the German market Giropay will be the key payment for those customers.

APM IN PAYYO'S HPP

- Credit card
- Twint
- Apple Pay
- Sofort
- Direct Debit
- iDeal
- Google Pay
- EPS
- Giropay
- Alipay
- Invoice

The complete Payyo Alternative Payment Methods Handbook

For more information click on the payment method, you would like to know more about

Payment Method	Type	Country	Currency
iDeal	Bank transfer	Netherlands	EUR
Alipay	eWallet	China	EUR, CHF
TWINT	eWallet	Switzerland	CHF
Sofort	Bank transfer	SEPA Area	EUR
SEPA Direct Debit	Bank transfer	SEPA Area	EUR
Apple Pay	eWallet	Worldwide	All currencies Payyo supports
Google Pay	eWallet	Worldwide	All currencies Payyo supports
Giropay	Bank transfer	Germany	EUR
EPS	Bank transfer	Austria	EUR
Kauf auf Rechnung (Invoice)	Bank transfer	Switzerland	CHF

iDEAL

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iDEAL is the leading payment system in the Netherlands that allows customers to complete transactions online using their bank of choice.
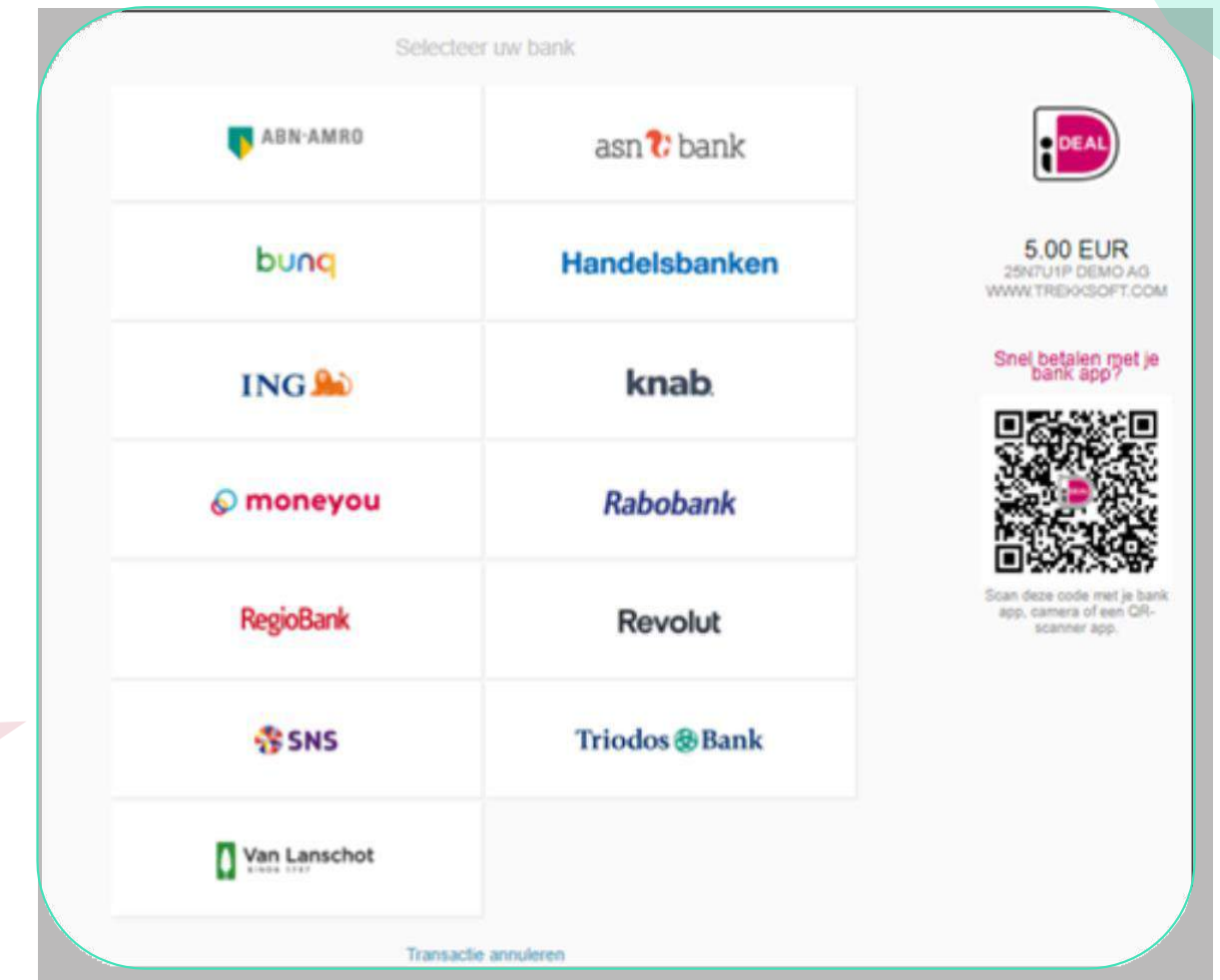
Ideal is the preferred payment option in the Netherlands with a market share of 59% of online transactions processed by Ideal.

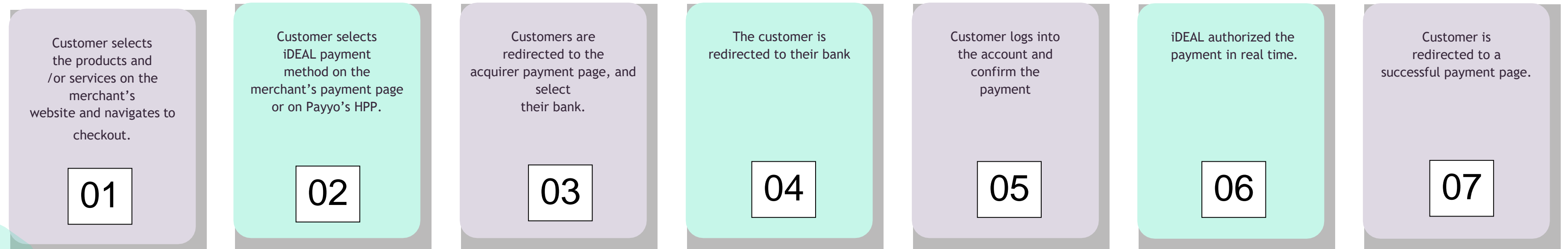Which banks allow customers to pay through iDEAL?
ABN AMRO, ASN Bank, bunq, Handelsbanken, ING, Knab, Moneyou, Rabobank, RegioBank, Revolut, SNS, Triodos Bank, Van Lanschot

Important to know:

- Ideal is NOT COMPATIBLE WITH IFRAMES / POP UPS and needs to allow redirection for payment completion.
- In the HPP solution, the webpages of some banks will break out of the iFRAME and the payment process will not be available.

Payment Flow (on Payyo's HPP)

| Customer selects the products and /or services on the merchant's website and navigates to checkout. **01** | Customer selects iDEAL payment method on the merchant's payment page or on Payyo's HPP. **02** | Customers are redirected to the acquirer payment page, and select their bank. **03** | The customer is redirected to their bank **04** | Customer logs into the account and confirm the payment **05** | iDEAL authorized the payment in real time. **06** | Customer is redirected to a successful payment page. **07** |

Above flow is generic, there might be some changes depending on the bank chosen.

ALIPAY

Alipay is a digital e-wallet which also includes a mobile app that allows customers to store credit cards, debit cards, and bank services so they can pay easily.

This payment method is one of the most important in China. With over one billion users, Alipay handles more than half of China's payments and transformed a cash market into a card-trusting market with their eWallet.

Payment Flow (on Payyo's HPP)

Customers should have an Alipay wallet to make a transaction.

01 Customer selects the products and/or services on the merchant's website and navigates through the checkout page

02 Customer selects Alipay in merchants checkout or in Payyo's HPP when he is redirected

03 Customer pays in Payyo's HPP and is redirected to the acquired payment page

04 Customer is on a desktop device and scans the QR code on the payment page with his mobile or logs into his Alipay account. Customer is presented with transaction in local currency (exchange performed by Alipay)

05 Customer enters the payment details and confirms the payment. Then is redirected to a successful payment on Alipay page
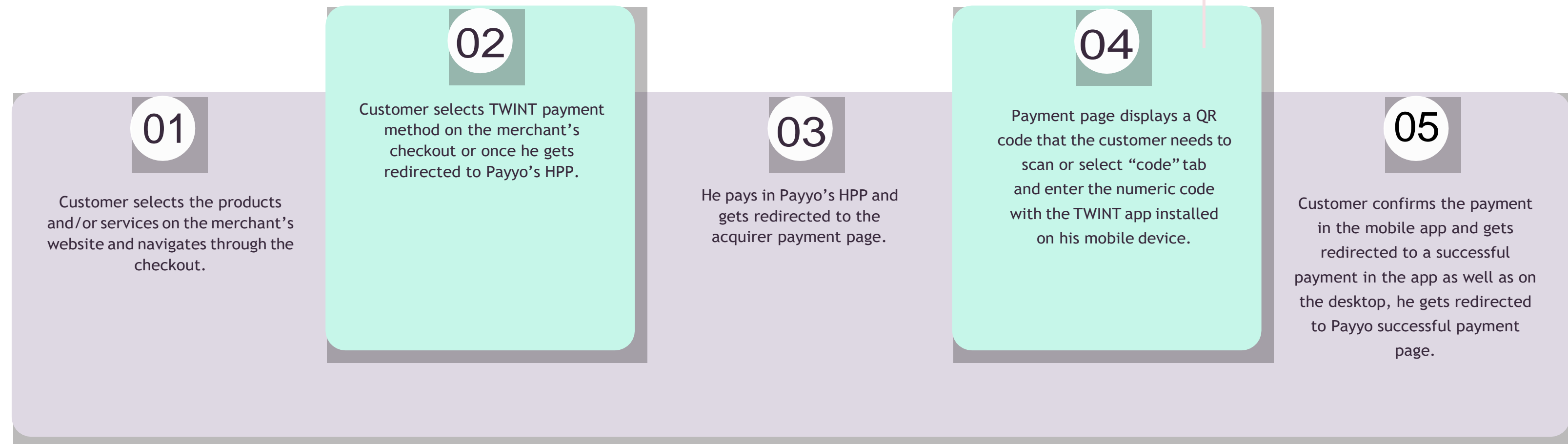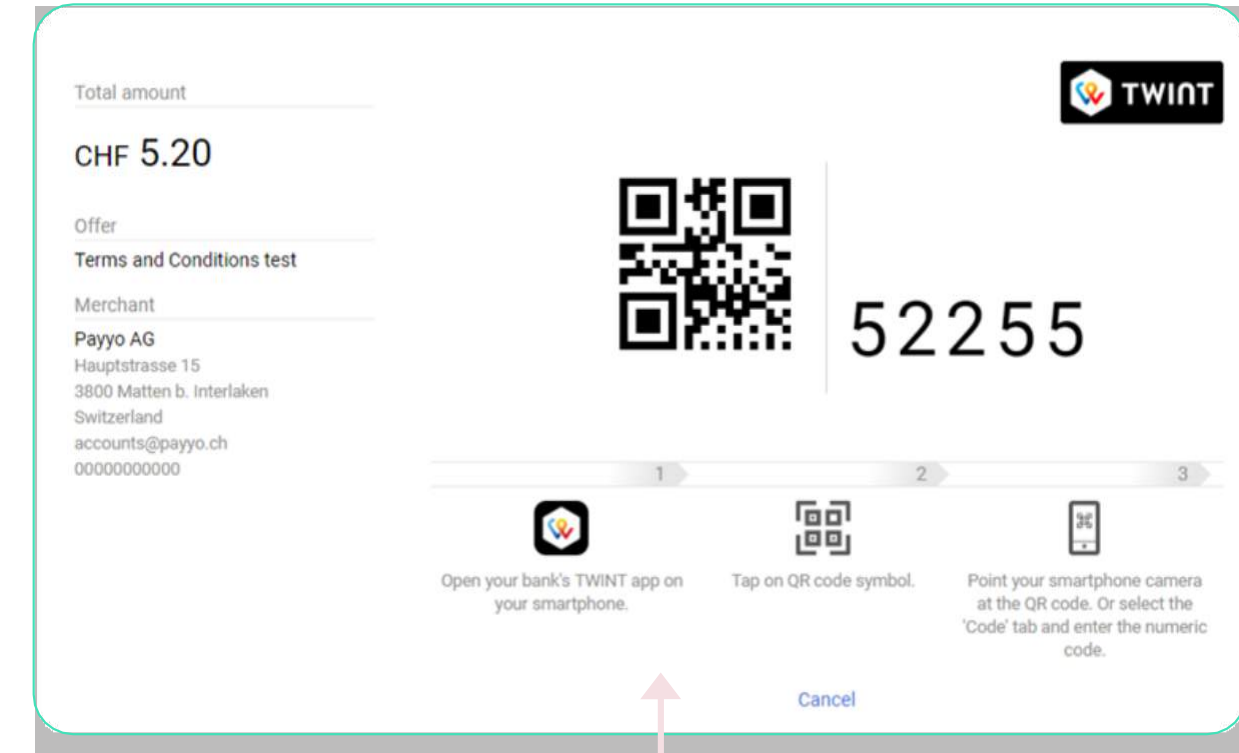
06 Customer is redirected to Payyo's successful payment page

TWINT

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TWINT is a digital Swiss wallet.
The customer can store their bank account (Debit card or Credit Card) in the mobile app.

With this app, customers can purchase online, quickly and conveniently using their smartphone.
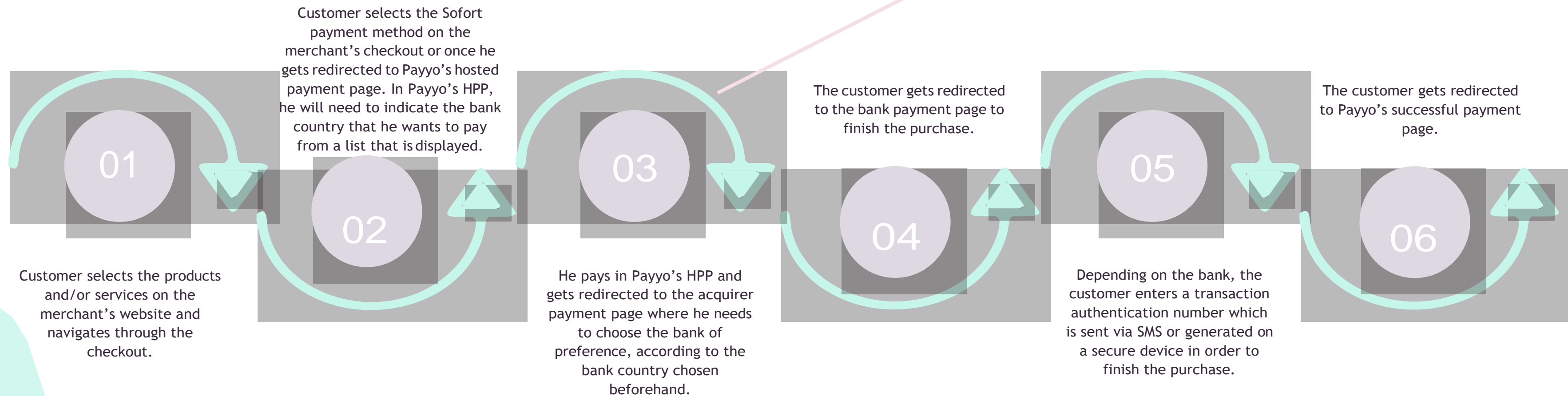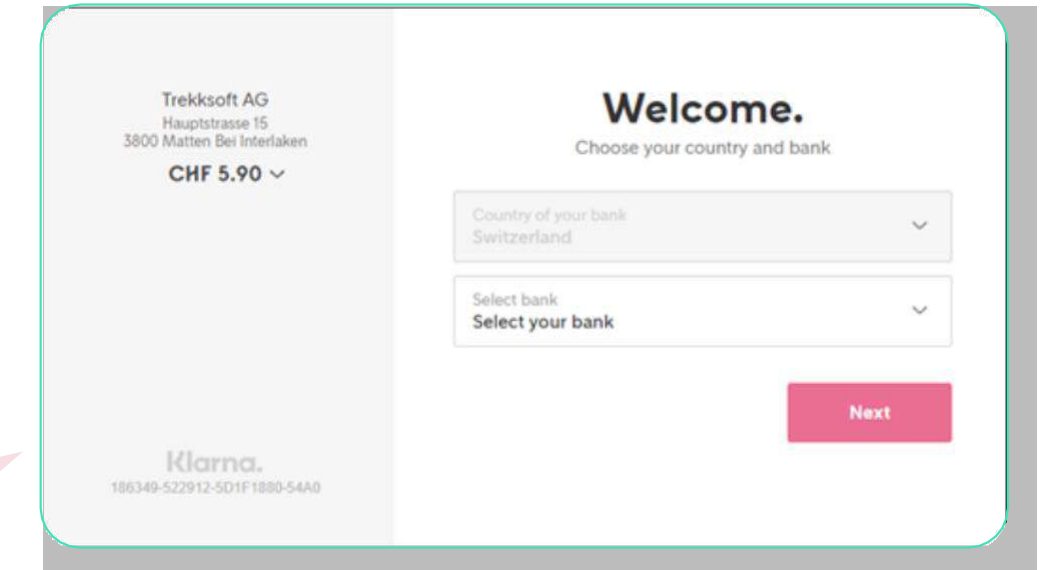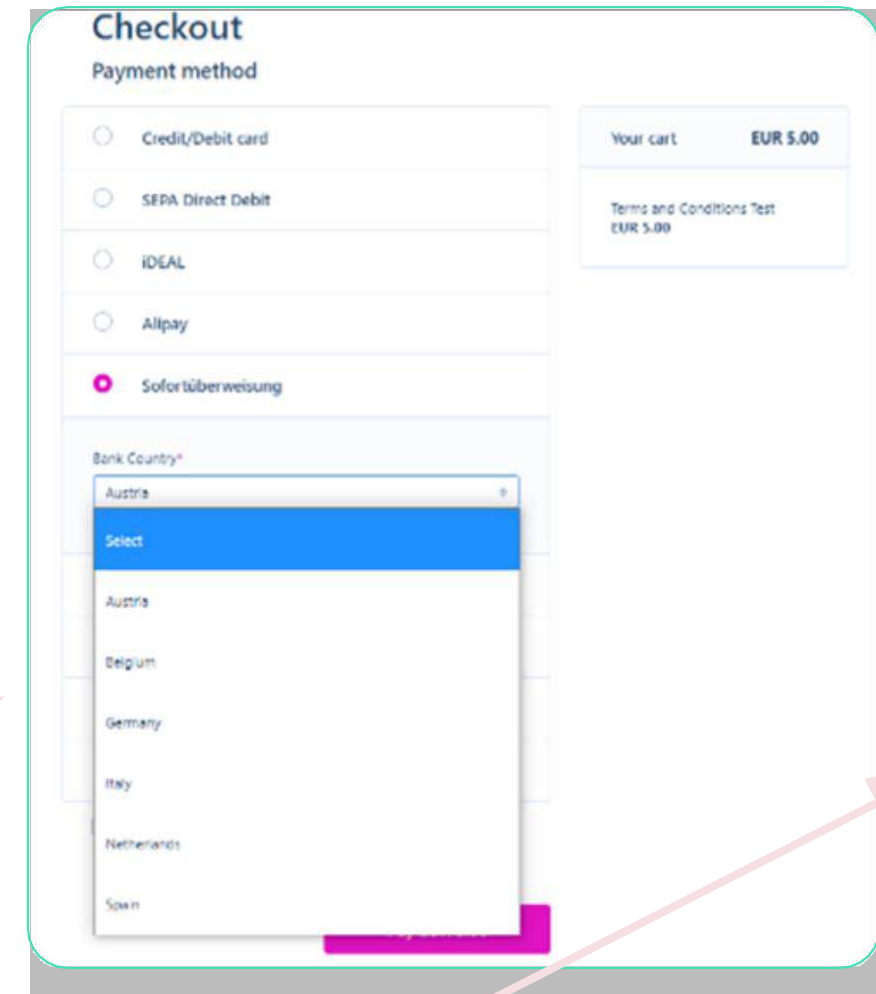
💰 Payment Flow (on Payyo's HPP)

01
Customer selects the products and/or services on the merchant's website and navigates through the checkout.

02
Customer selects TWINT payment method on the merchant's checkout or once he gets redirected to Payyo's HPP.

03
He pays in Payyo's HPP and gets redirected to the acquirer payment page.

04
Payment page displays a QR code that the customer needs to scan or select "code" tab and enter the numeric code with the TWINT app installed on his mobile device.

05
Customer confirms the payment in the mobile app and gets redirected to a successful payment in the app as well as on the desktop, he gets redirected to Payyo successful payment page.

Sofort

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Sofort is based on the principle of a bank transfer, but more convenient as the customer only has to verify the payment. He does not need to fill out any details.

Sofort is a key online payment in German-speaking countries of Europe. Sofort banking is available to consumers holding an account in Germany, Austria, Switzerland, Poland, Italy, Spain, Belgium and The Netherlands.

📑 *Payment Flow (on Payyo's HPP)*

01
Customer selects the products and/or services on the merchant's website and navigates through the checkout.

02
Customer selects the Sofort payment method on the merchant's checkout or once he gets redirected to Payyo's hosted payment page. In Payyo's HPP, he will need to indicate the bank country that he wants to pay from a list that is displayed.

03
He pays in Payyo's HPP and gets redirected to the acquirer payment page where he needs to choose the bank of preference, according to the bank country chosen beforehand.

04
The customer gets redirected to the bank payment page to finish the purchase.

05
Depending on the bank, the customer enters a transaction authentication number which is sent via SMS or generated on a secure device in order to finish the purchase.

06
The customer gets redirected to Payyo's successful payment page.

SEPA Direct Debit

SEPA Direct Debit is suitable for merchants that regularly collect amounts in Euros and want to offer their customers a simple and convenient alternative payment.

This payment option is an easy way to take bank payments from customers, using an IBAN (International Bank Account Number). SEPA direct debit is available in Austria, Belgium, France, Germany, Ireland, Italy, The Netherlands and Spain.

Payment Flow (on Payyo's HPP)

01 Customer selects the products and/or services on the merchant's website and navigates through the checkout.

03 Customer chooses the payment method in Payyo HPP and fills up the information requested.

02 Customer selects the SEPA Direct Debit payment method on the merchant's checkout or once he gets redirected to Payyo's hosted payment page.

04 Customer is redirected to Payyo successful payment page.
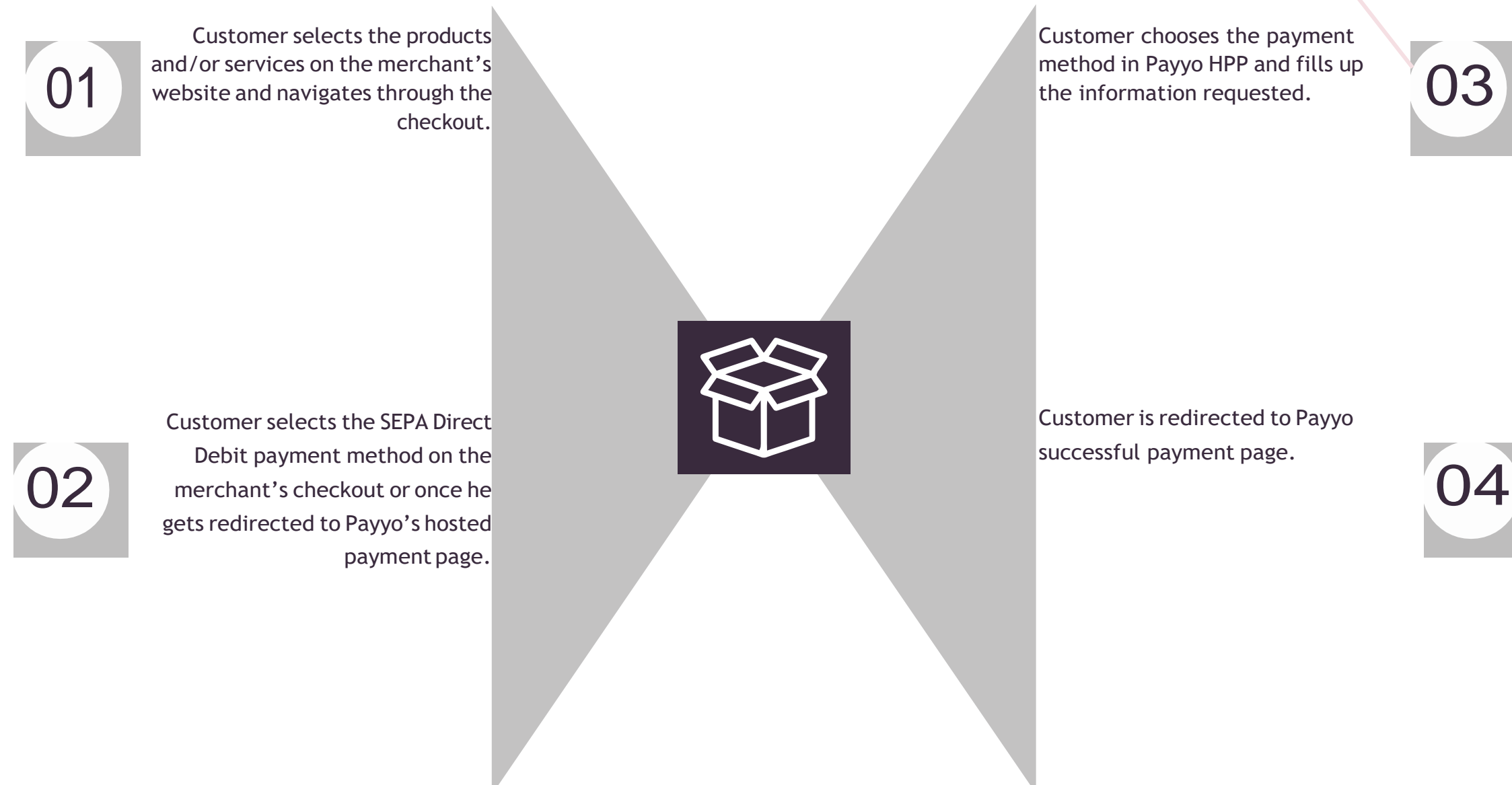
APPLE PAY

Apple Pay is a mobile payment and digital wallet service by Apple Inc. that allows users to make payments in person, in iOS apps, and on the web. It is supported on the iPhone, Apple Watch, iPad, and Mac.

People appreciate using Apple Pay to make purchases quickly and easily. You can enhance the purchase experience in your app or website by creating a streamlined checkout process and presenting a customized payment sheet that lets people promptly authorize payment and complete their transaction.

Payment Flow (on Payyo's HPP)

Apple pay is shown in the HPP if the user is in one of the devices mentioned above. This payment won't work in Google Chrome browser.
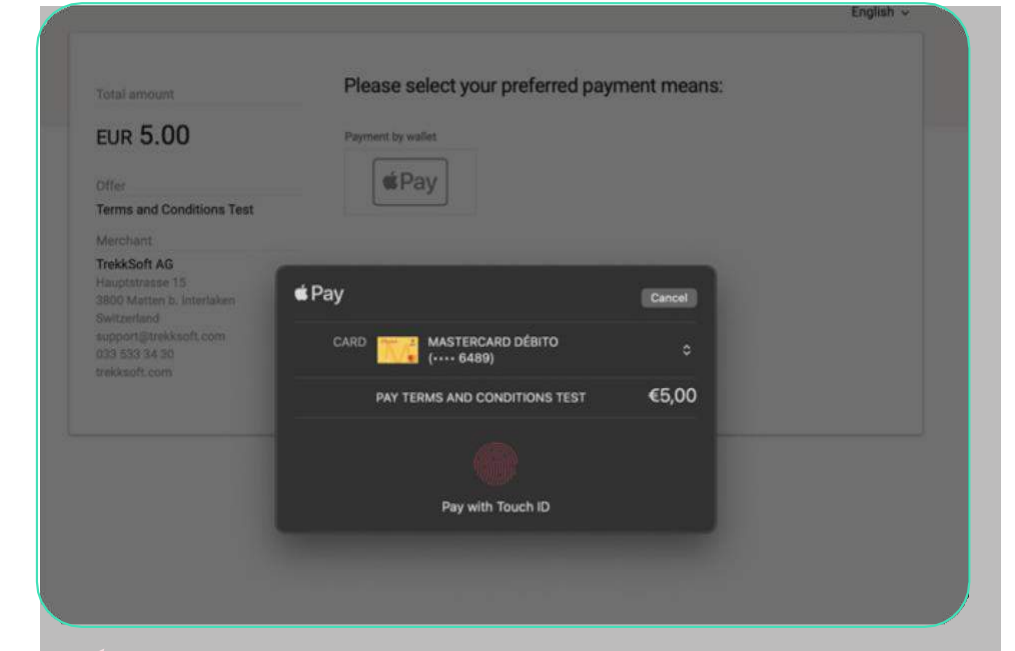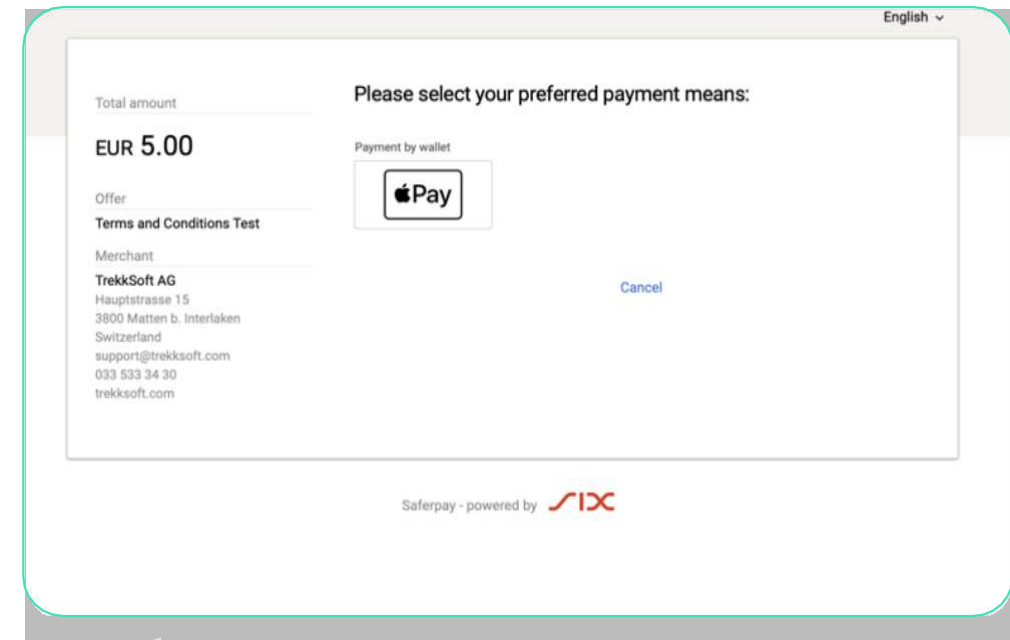
Customer selects the products and/or services on the merchant's website and navigates through the checkout.

Customer is redirected to the acquirer payment page, and select AplePay.

Customer finishes the payment and is redirected to the successful Payyo Payment Page.

| 01 | 02 | 03 | 04 | 05 |

Customer selects the ApplePay payment method on the merchant's payment page or on Payyo's hosted payment page.
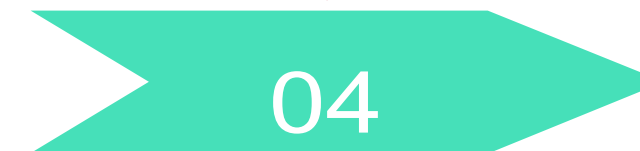
Customer selects Apple pay and the ewallet pops up in order to finish the payment. Apple pay ask for a second step authentication of the customer, whether they need to scan the finger or insert a verification code that is sent by message to the customer number.
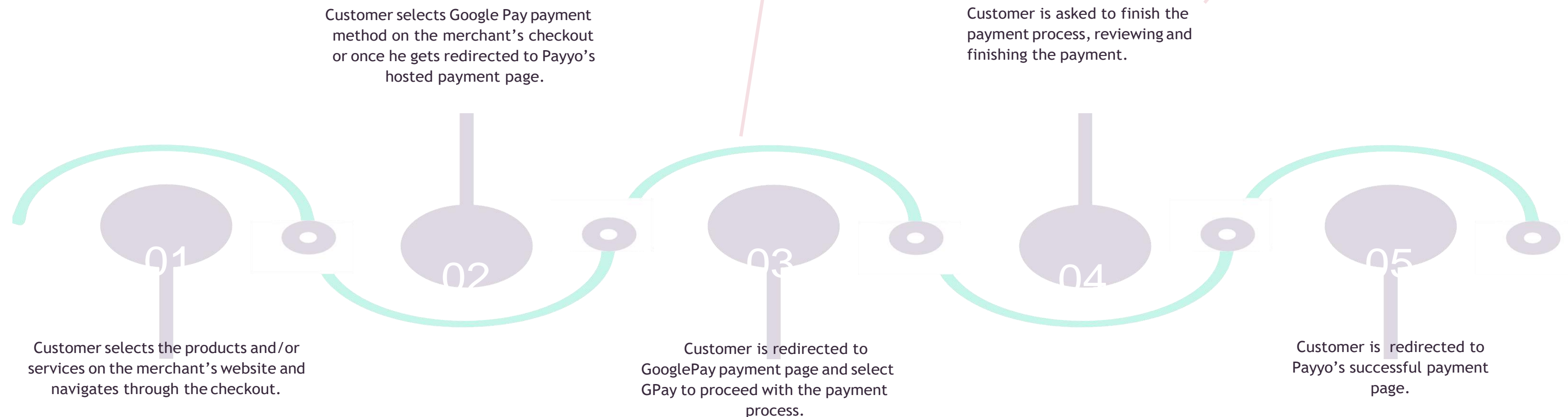
GOOGLE PAY

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Google Wallet is a mobile payment system that acts as a virtual wallet, allowing users to make payments and transfer money straight from their phones. The service is free for users and can store credit, debit, gift and loyalty card information.

To make a purchase, a customer taps their mobile device on a point-of-sale terminal or chooses to pay in your mobile app. Google Pay responds with the customer's tokenized card and a cryptogram which acts as a one-time-use password.

💰 *Payment Flow (on Payyo's HPP)*

Customer selects Google Pay payment method on the merchant's checkout or once he gets redirected to Payyo's hosted payment page.

Customer is asked to finish the payment process, reviewing and finishing the payment.

01

02

03

04

05

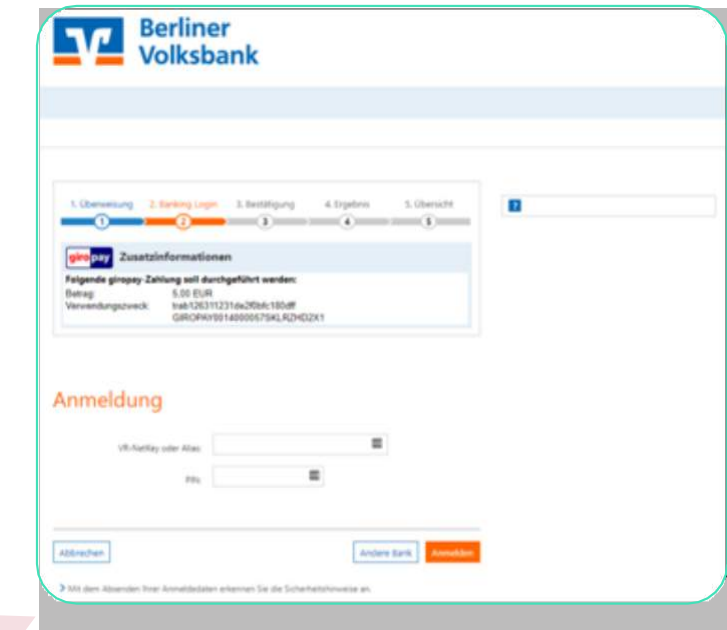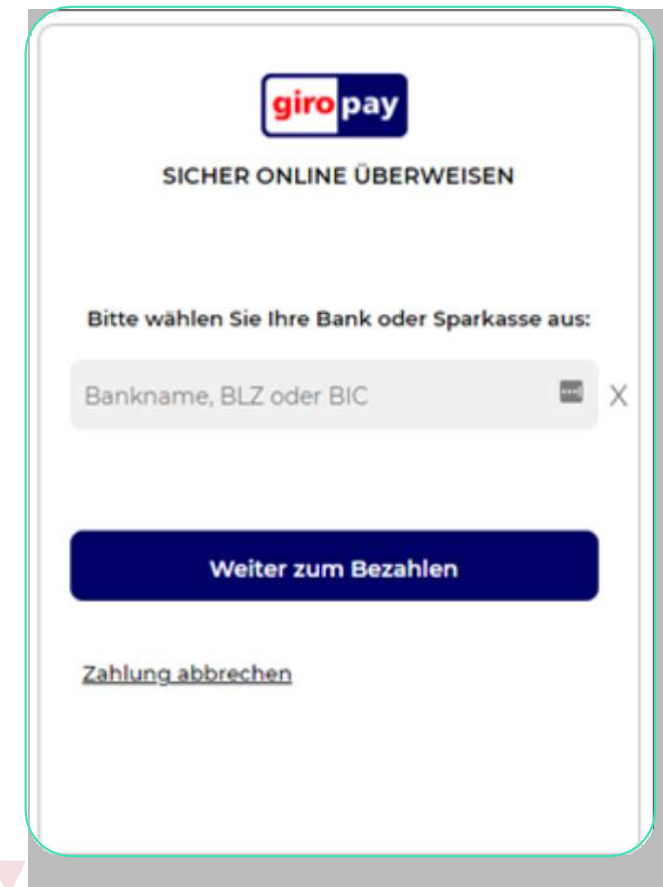Customer selects the products and/or services on the merchant's website and navigates through the checkout.

Customer is redirected to GooglePay payment page and select GPay to proceed with the payment process.

Customer is redirected to Payyo's successful payment page.

GIROPAY

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Giropay is a very popular online banking payment system in Germany that allows customers to pay with an online bank transfer with the banking details (PIN) and a TAN (Transaction Authentication Number) to authorize the payment, although payment for less than 30 euros does not need a TAN.

This could be an alternative payment option for those customers that do not have or desire to use their credit card online. They feel comfortable and secure because their payment is facilitated by their own bank. Besides those benefits, a Giropay transaction is free of charge for the customer, and their transaction history and payment details can be viewed in their own baking report.

Payment Flow (on Payyo's HPP)

| Customer selects the products and/or services on the merchant's website and navigates through the checkout until it is redirected to Payyo's HPP. | The customer selects GiroPay in Payyo's HPP and gets redirected to the Giropay payment page where they need to fill in the bank name, bank sort code, or BIC in order to continue with the payment. | Customer is redirected to their bank, where they input their login credentials. | The customer completes the payment using their bank's standard authentication method. | After successfully completing their payment, the customer is redirected to Payyo successful payment page. |

| 01 | 02 | 03 | 04 | 05 |

EPS

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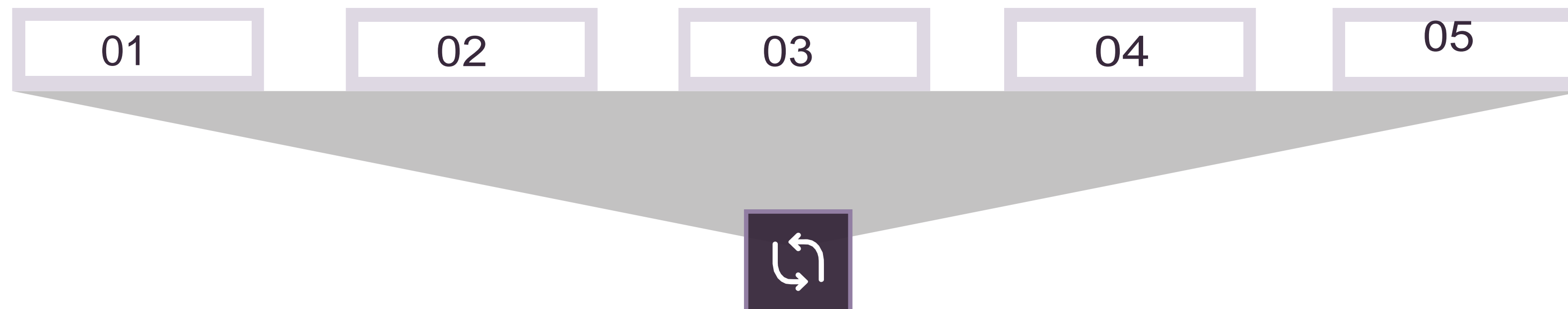
EPS (Electronic Payment Standard) is an online transfer system developed by Austrian Banks and the Government. It provides a simple and secure process of online payments to millions of users in Austria.

Customers can complete transactions online using their bank credentials. EPS is supported by all Austrian banks and is accepted by over 80% of online retailers.
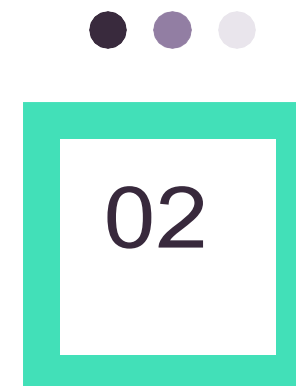
Payment Flow (on Payyo's HPP)

Customer selects the products and/or services on the merchant's website and navigates through the checkout until it is redirected to Payyo's HPP.

01
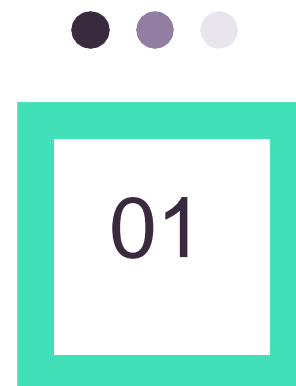
The customer selects EPS in Payyo's HPP and gets redirected to the EPS payment page where they need to select the bank or add the information requested such BLZ or BIC.

02

The customer is redirected to the bank of choice and enters account credentials.

03
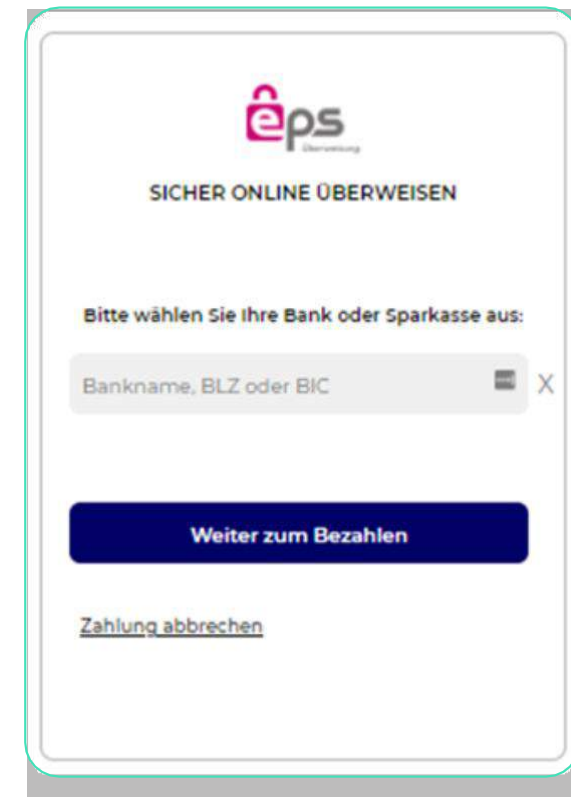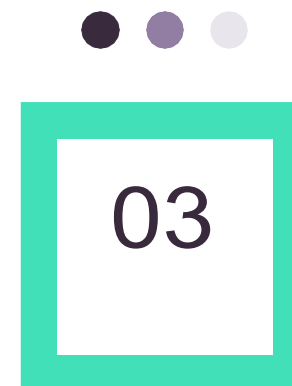
Customer completes the payment,

this step can be different depending on the bank details requested but normally they will need to login with their bank account or complete the authorization process with scanner or SMS.

04

The customer is redirected to Payyo successful payment page.
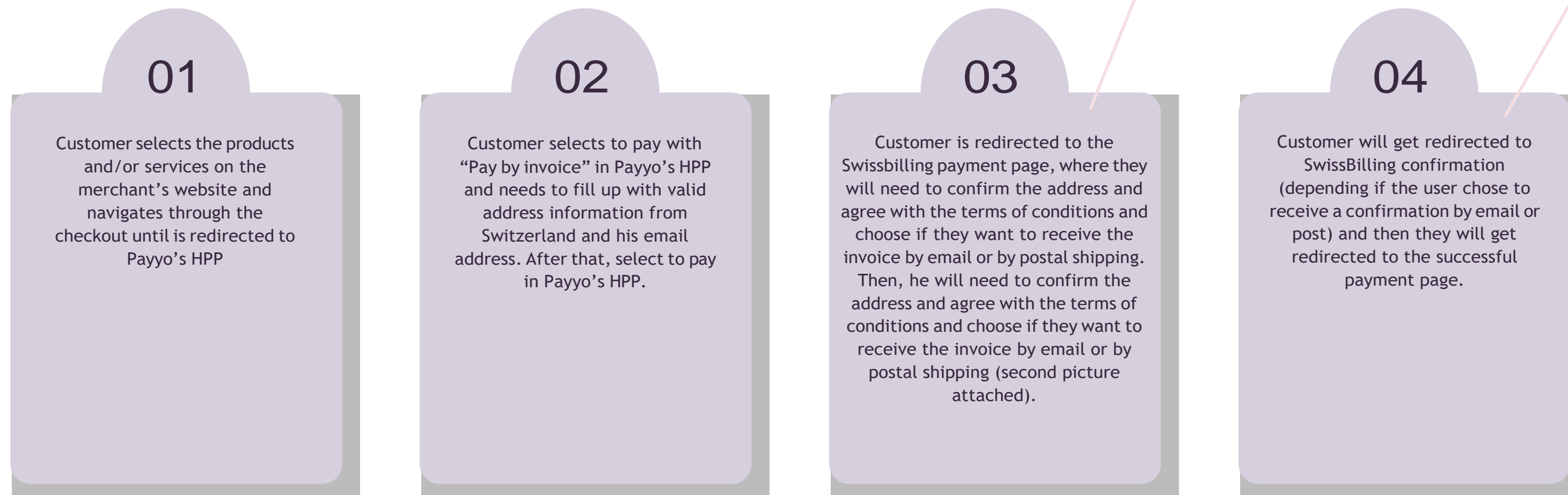
05
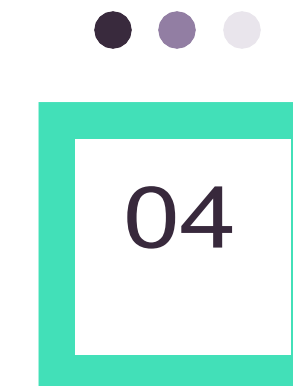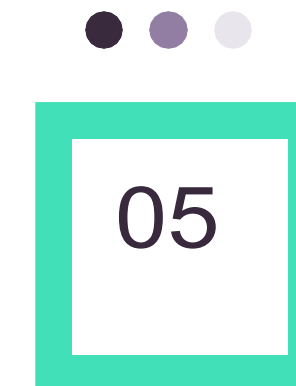
Kauf auf Rechnung (Pay by Invoice)

Swissbilling is a particularly flexible payment option that customers from Switzerland are used to paying with. At the moment of the payment, customers pay by an invoice that is created during the checkout process.

How does it work? - After the customer decides to pay with SwissBilling, they will receive an invoice for the payment and they will have max a month to pay the bill. Alternatively, the customers can also decide to pay in installments during the checkout. In this case, your invoice will come with the appropriate number of payment slips.

Some advantages for this payment method are: No bank data transfer, generous deadline, easy return, very easy payment flow, good conversion rate, etc.

Payment Flow (on Payyo's HPP)

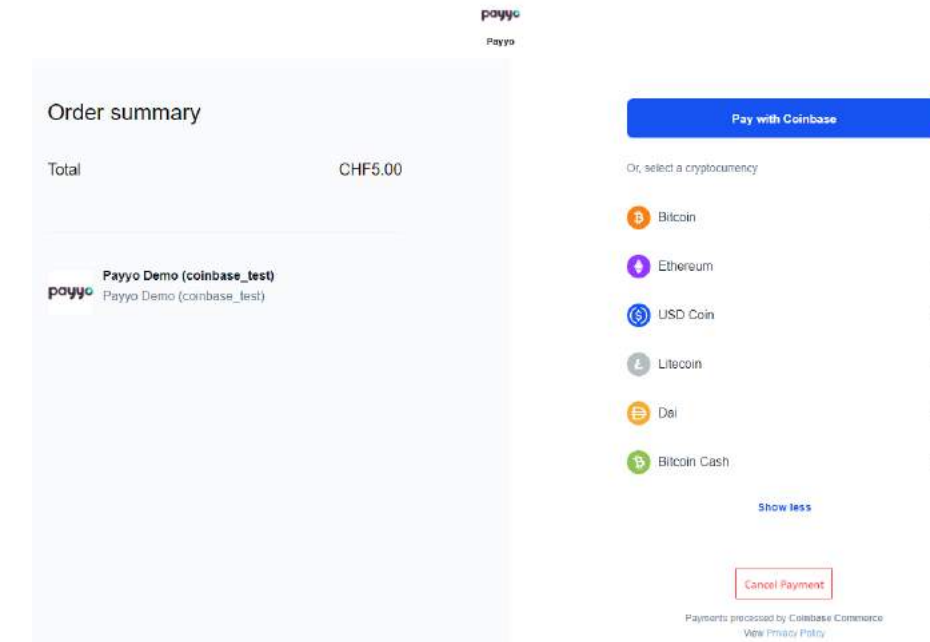| 01	02	03	04
Customer selects the products and/or services on the merchant's website and navigates through the checkout until is redirected to Payyo's HPP	Customer selects to pay with "Pay by invoice" in Payyo's HPP and needs to fill up with valid address information from Switzerland and his email address. After that, select to pay in Payyo's HPP.	Customer is redirected to the Swissbilling payment page, where they will need to confirm the address and agree with the terms of conditions and choose if they want to receive the invoice by email or by postal shipping. Then, he will need to confirm the address and agree with the terms of conditions and choose if they want to receive the invoice by email or by postal shipping (second picture attached).	Customer will get redirected to SwissBilling confirmation (depending if the user chose to receive a confirmation by email or post) and then they will get redirected to the successful payment page.

Cryto currencies

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Crypto currencies is a type of currency which uses digital files as money.

Cryptocurrencies work using a technology called blockchain, that is a decentralized technology spread across many computers that managers and records transactions, Part of the appeal of this technology is its security.

Our integration allows customers to pay with Coinbase wallet or select a specific cryptocurrency, such as: Bitcoin, Ethereum, USD coin, among others.

Payment Flow (on Payyo's HPP)

1	2	3	4
Customer selects the products and/or services on the merchant's website and navigates through the checkout until it is redirected to Payyo's HPP.	The customer selects to pay with cryptocurrencies in Payyo's HPP and gets redirected to the Coinbase commerce payment page where they need to select to pay with Coinbase or an specific cryptocurrencies	Depending on what the customer has chosen, he gets redirected to confirm and finish the payment	The customer is redirected to Payyo successful payment page

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