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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 a comprehensive guide to payment methods beyond traditional credit cards.

We explain the advantages of using alternative payment methods for your business and provide detailed insights into the diverse range of options Payyo offers.

At Payyo, we're dedicated to continually broadening our selection of APM's (Alternative Payment Methods to meet the evolving needs of our clients.

Why use alternative payment methods?

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

As a payment partner for platforms, SaaS and marketplaces in the travel and leisure industry, we know 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 our 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. Accessing new markets with additional local payment methods in the checkout is possible. 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 our customers through our HPP (Hosted Payment Page). Even Though, credit cards are the most common payment, adding alternative payments will help to increase the conversion rate.

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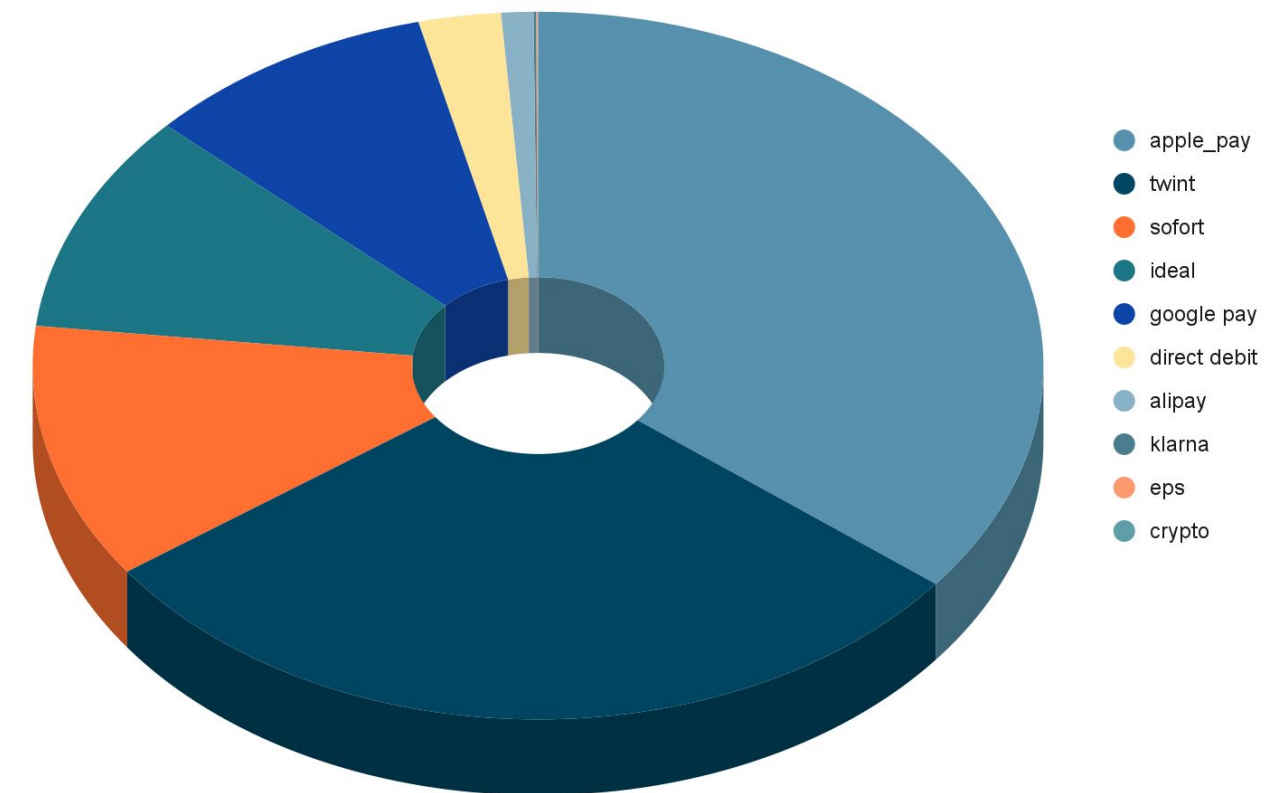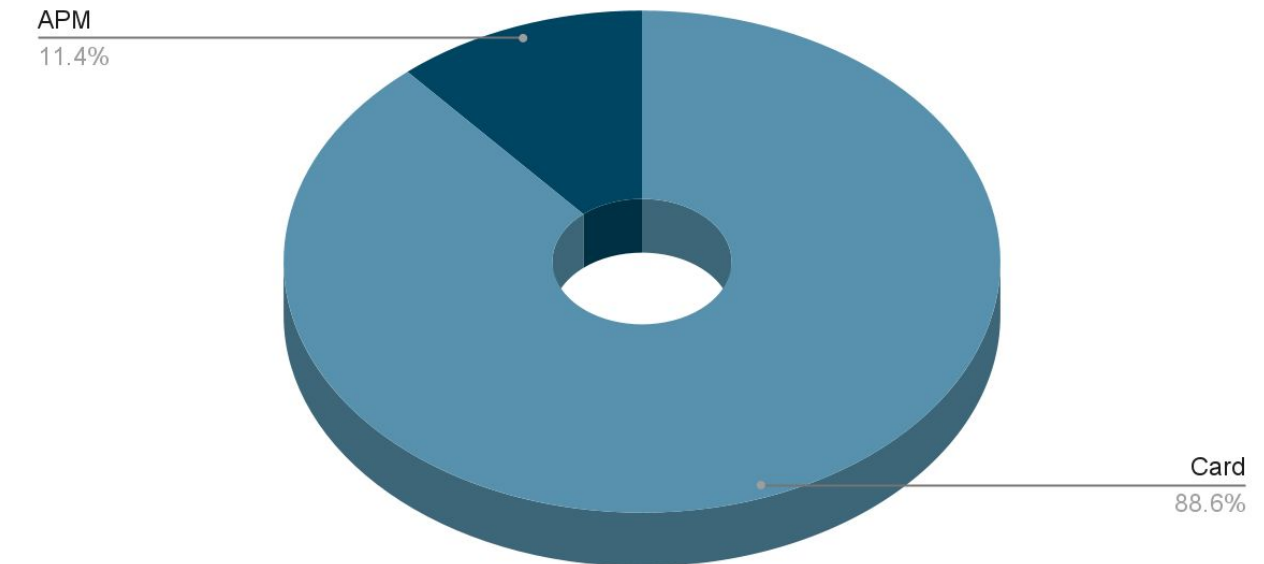# Which alternative payment method is beneficial for my business?

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 the Swiss market you should enable TWINT, whereas if you want to reach the Netherlands market Ideal will be the key payment for those customers.

APM
11.4%

Card
88.6%

- apple_pay
- twint
- sofort
- ideal
- google pay
- direct debit
- alipay
- klarna
- eps
- crypto

Source: payments made in Payyo - 2023

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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
SEPA direct debit	Bank transfer	SEPA Area	EUR
Apple Pay	eWallet	Worldwide	All currencies Payyo supports
Google Pay	eWallet	Worldwide	All currencies Payyo supports
EPS	Bank transfer	Austria	EUR
Swissbilling	Bank transfer	Switzerland	CHF
Klarna	eWallet	Australia, Austria, Belgium, Canada, Czechia, Denmark, Finland, France, Greece, Germany, Ireland, Italy, Netherlands, New Zealand, Norway, Poland, Portugal, Romania, Spain, Sweden, Switzerland, United Kingdom, and the United States	AUD, CAD, CHF, CZK, DKK, EUR, GBP, NOK, NZD, PLN, RON, SEK, or USD
Crypto Currencies	eWallet	Worldwide	CHF, EUR, USD, GBP

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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, ING, Knab, Rabobank, RegioBank, Revolut, SNS, Triodos Bank, Van Lanschot, Yoursafe B.V. (formerly: Bitsafe)

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 our HPP)

1.
Customer selects the products and/or services on the merchant's website and navigates to checkout.

2.
Customer selects iDEAL payment method on the merchant's payment page or on Payyo's hosted payment page.

3.
Customers are redirected to the acquirer payment page and select their bank.
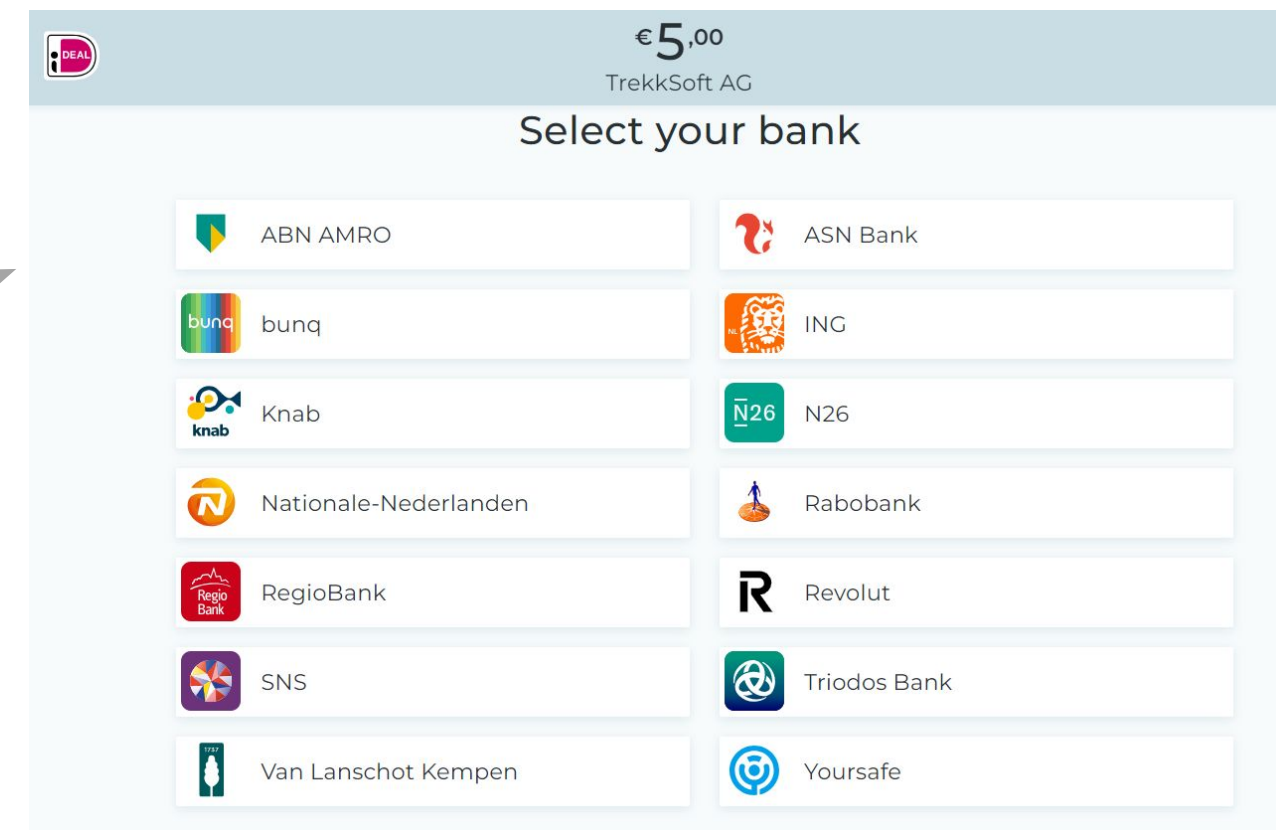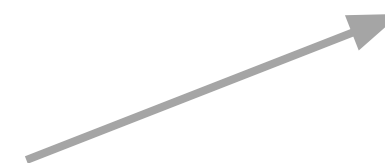
4.
The Customer is redirected to their bank.

5.
Customer logs into the account and confirms the payment.

6.
iDEAL authorized the payment in real time.

7.
Customer is redirected to a successful payment page.

€5,00
TrekkSoft AG
Select your bank

ABN AMRO	ASN Bank
bunq	ING
Knab	N26
Nationale-Nederlanden	Rabobank
RegioBank	Revolut
SNS	Triodos Bank
Van Lanschot Kempen	Yoursafe

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

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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-trust-ing market with their eWallet.

Payment Flow (on our HPP)

1.
Customer selects the products and/or services on the merchant's website and navigates through the checkout page.

2.
Customer selects Alipay in merchants checkout or in Payyo's Hosted Payment Page when he is redirected.

3.
Customer pays in our HPP and is redirected to the acquired payment page .

4.
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).

5.
Customer enters the payment details and confirms the payment.
Then is redirected to a successful payment on Alipay Page.

6.
Customer is redirected to Payyo's successful payment page.

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TWINT is a digital Swiss wallet.

The customer can store their bank account in the mobile app their credit and debit card.

With this app, customers can purchase online, quickly and conveniently using their smartphone.
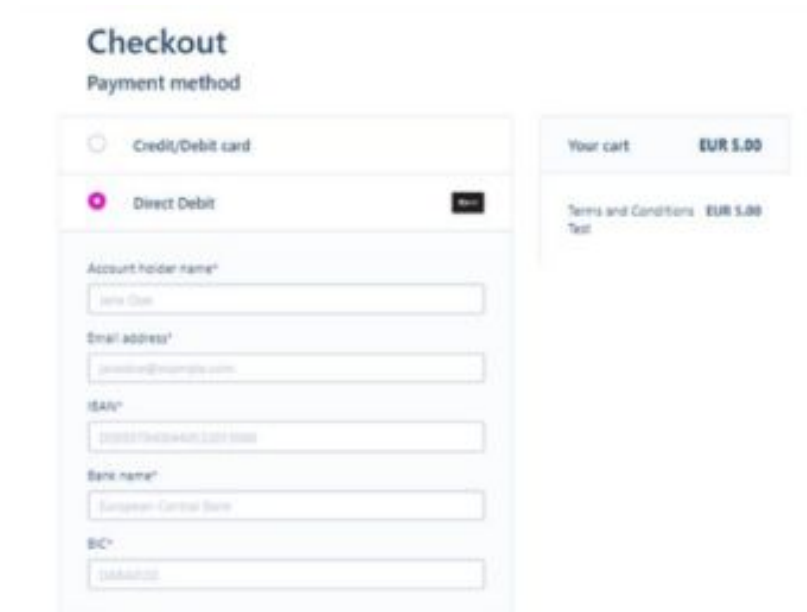
Note: Only "Pay Now" option is available in Payyo

Payment Flow (on our HPP)

1.
Customer selects the products and/or services on the merchant's website and navigates through the checkout page.

2.
Customer selects TWINT payment method on the merchant's checkout or once he gets redirected to Payyo's hosted payment page.

3.
Customer pays in our HPP and is redirected to the acquired payment page.

4.
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.

5.
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.

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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 a reusable, delayed notification payment method. This means that it can take up to 14 business days to receive notification on the success or failure of a payment after you initiate a debit from the customer's account, though the average is five business days.
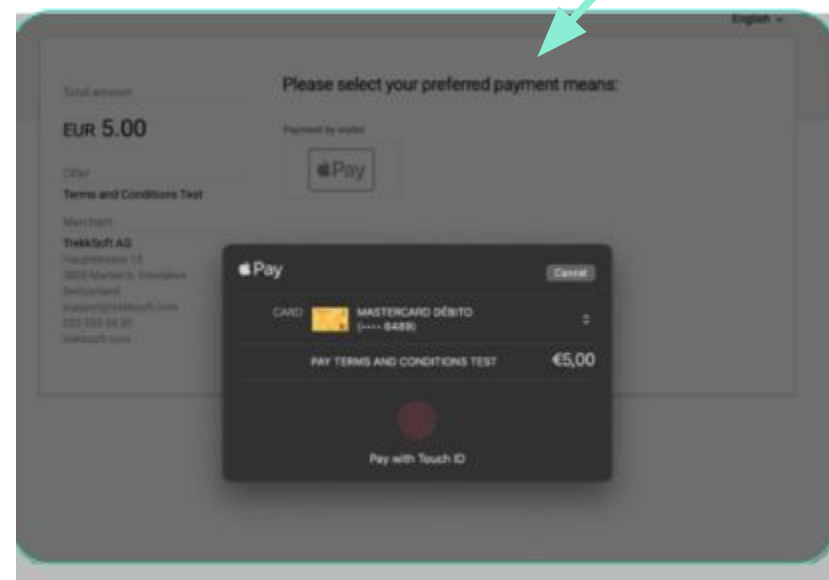
Payment Flow (on our HPP)

1.
Customer selects the products and/or services on the merchant's website and navigates through the checkout page.

2.
Customer selects the SEPA Direct Debit payment method on the merchant's checkout or once he gets redirected to Payyo's hosted payment page.

3.
Customer chooses the payment method in Payyo HPP and fills up the information requested.

4.
The customer gets redirected to the bank payment page to finish the purchase.

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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 payments and complete their transactions.
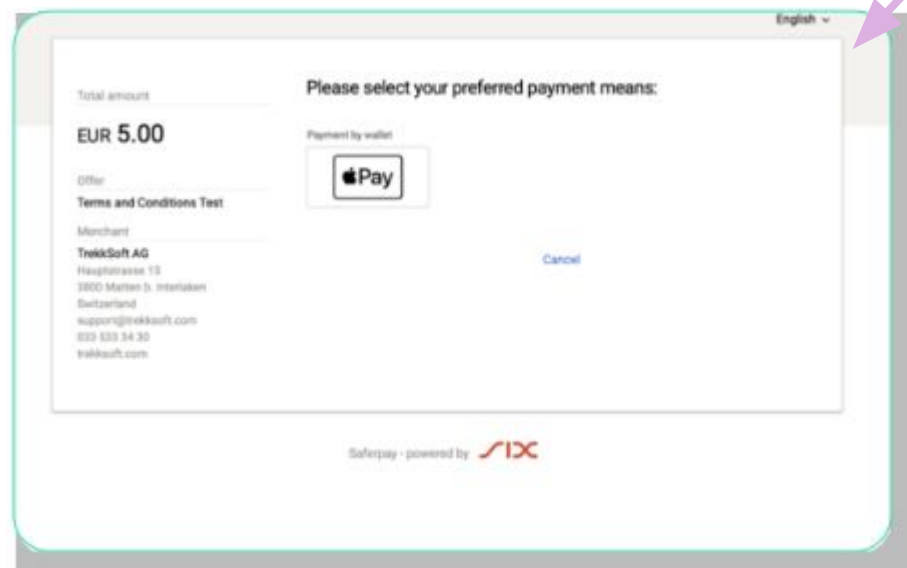
Payment Flow (on our HPP)

1.
Customer selects the products and/or services on the merchant's website and navigates through the checkout page.

2.
Customer selects the Apple Pay payment method on the merchant's checkout or once he gets redirected to Payyo's hosted payment page.

3.
The customer is redirected to the acquirer payment page, and select Apple Pay.

4.
Customer selects Apple Pay and the ewallet pops up in order to finish the payment. Apple Pay asks 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.

5.
The customer finishes the payment and is redirected to the successful Payyo Payment Page.

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Google Pay 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 our HPP)

1.
Customer selects the products and/or services on the merchant's website and navigates through the checkout page.

2.
Customer selects the Google Pay payment method on the merchant's checkout or once he gets redirected to Payyo's hosted payment page.

3.
The customer is redirected to the Google Pay payment page and selects Google Pay to proceed with the payment process.

4.
The customer is asked to finish the payment process, reviewing and finishing the payment.

5.
The customer finishes the payment and is redirected to the successful Payyo Payment Page.

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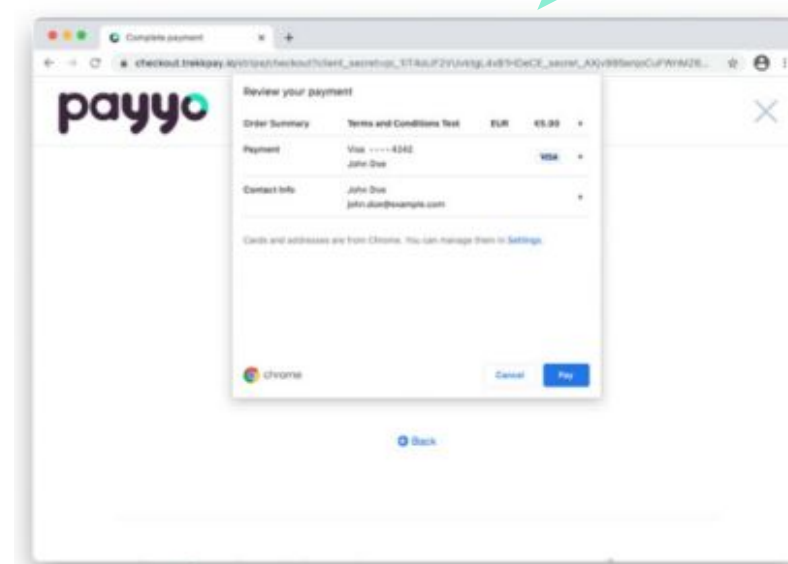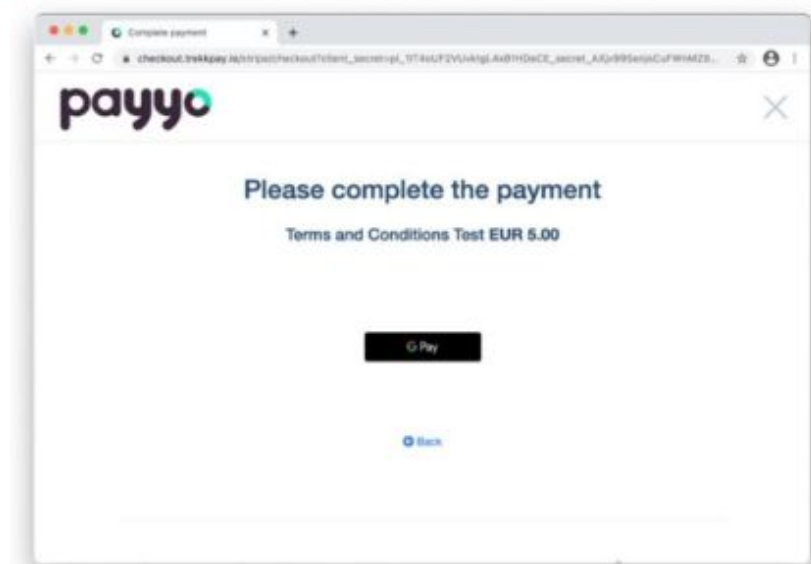
EPS (Electronic Payment Standard) is an online transfer system developed by Austrian Banks and the Government. It provides a simple and secure process of online payments to millions of users in Austria.

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.
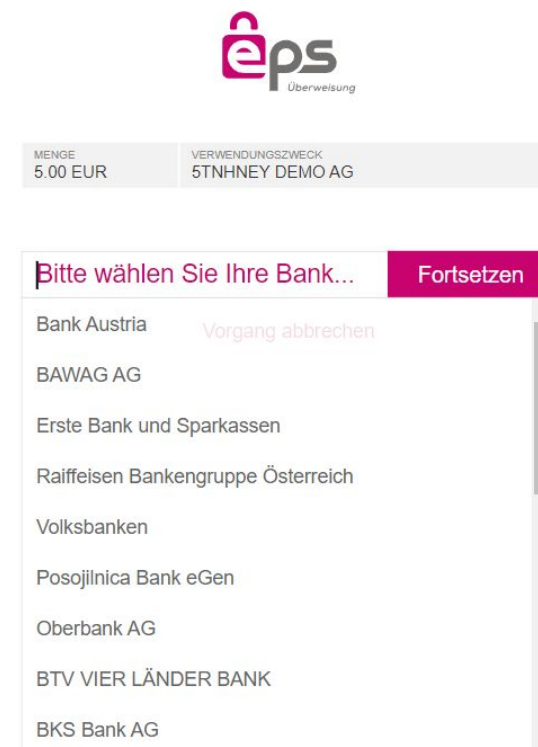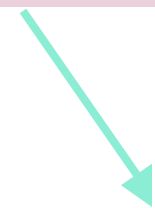
Payment Flow (on our HPP)

1.
Customer selects the products and/or services on the merchant's website and navigates through the checkout page.

2.
The customer selects EPS in our HPP and gets redirected to the EPS payment page where they need to select the bank or add the information requested such as BLZ or BIC.

3.
Customer is redirected to their bank, where they input their login credentials.

4.
The customer completes the payment. This step can be different depending on the bank details requested but normally they will need to log in with their bank account or complete the authorization process with a scanner or SMS.

5.
The customer is redirected to Payyo successful payment page.

MENGE	VERWENDUNGSZWECK
5.00 EUR	5TNHNEY DEMO AG

Bitte wählen Sie Ihre Bank...	Fortsetzen
Bank Austria	Vorgang abbrechen
BAWAG AG	
Erste Bank und Sparkassen	
Raiffeisen Bankengruppe Österreich	
Volksbanken	
Posojilnica Bank eGen	
Oberbank AG	
BTV VIER LÄNDER BANK	
BKS Bank AG	

Swissbilling is a particularly flexible payment option that customers from Switzerland are using to pay 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 (via email or post mail) for the payment and they will have a maximum of a month to pay the bill. Alternatively, the customers can also decide to pay in installments during the checkout. In this case, their invoice will come with the appropriate number of payment slips.

Some advantages of this payment method are: No bank data transfer, generous deadline, easy return, very easy payment flow, good conversion rate.
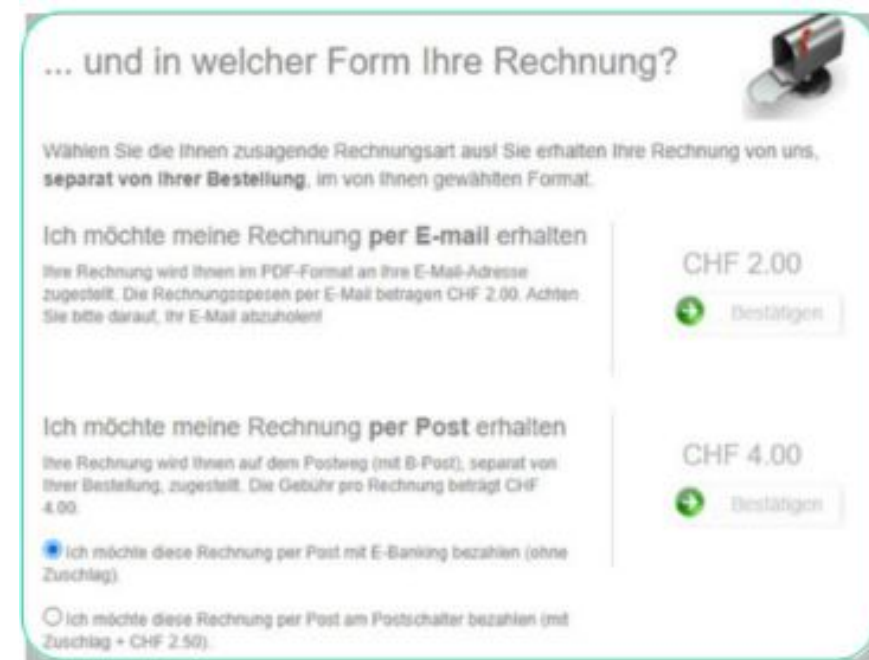
Payment Flow (on our HPP)

1.
Customer selects the products and/or services on the merchant's website and navigates through the checkout page.

2.
The customer selects to pay with "Pay by invoice" in our HPP and needs to fill in valid address information from Switzerland and his email address. After that, he selects to pay in our HPP.

3.
Customer is redirected to the Swissbilling payment page, where they will need to confirm the address, agree with the terms of conditions and choose if they want to receive the invoice by email or by postal shipping (second picture attached).

4.
Customers 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.

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Klarna is a global payment method that gives customers a range of payment options during checkout. These payment options make it convenient for customers to purchase items in all price ranges.

At the moment, this payment method is offered to to customers from Australia, Austria, Belgium, Canada, Czechia, Denmark, Finland, France, Greece, Germany, Ireland, Italy, Netherlands, New Zealand, Norway, Poland, Portugal, Romania, Spain, Sweden, Switzerland, United Kingdom, and the United States.

Payment Flow (on our HPP)

1.
Customer selects the products and/or services on the merchant's website and navigates through the checkout page.

2.
The customer selects to pay with "Klarna" in our HPP and needs to fill in a valid email address and chooses the country. After that he selects to pay in the Payyo HPP.

3.
Customer is redirected to Klarna. If he does not have a Klarna account he needs to confirm his number, email address, date of birth, name and address. If the account is already created this step will be skipped.

4.
Depending on the customer's country different payment options can be presented.

5.
The customer is redirected to Payyo successful payment page.

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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.
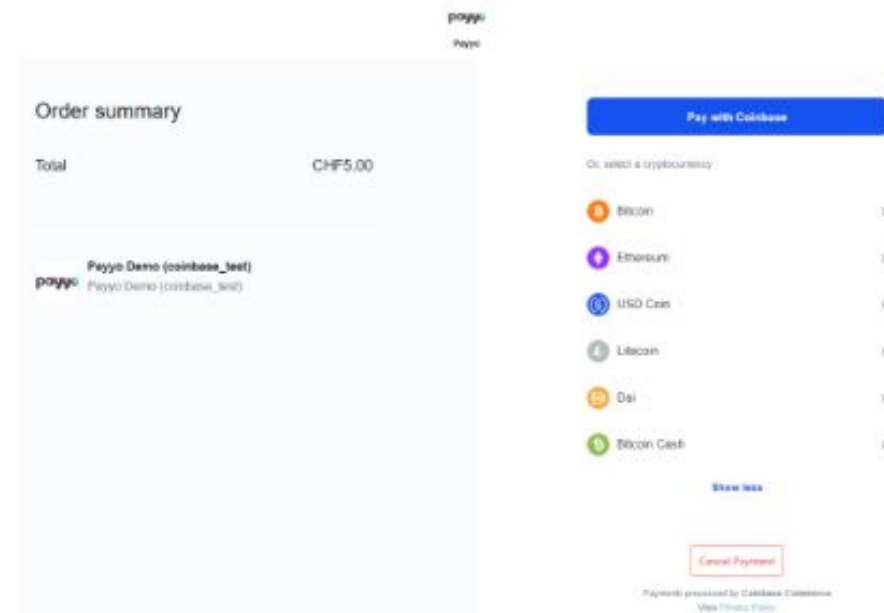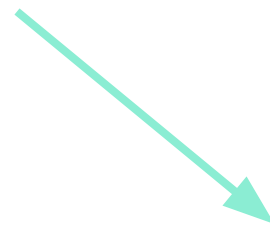
Payment Flow (on our HPP)

1.
Customer selects the products and/or services on the merchant's website and navigates through the checkout page.

2.
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 crypto currencies.

3.
Depending on what the customer has chosen, he gets redirected to confirm and finish the payment.

4.
The customer is redirected to Payyo successful payment page.

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Alternative Payment Methods Refunds

Payment Method	Refunds	How long does the refund take?	Limits
iDeal	Yes – manual process by Payyo	2-3 working days	No limit
Alipay	Yes	3-5 working days	Can be refunded up to 90 days
Twint	Yes	3-5 working days	365 days for Twint Payments 7 days for Twint Cards
SEPA direct debit	Yes	3-5 working days	Can be refunded up to 180 days
Apple Pay	Yes	5 working days	No limit
Google Pay	Yes	5-10 working days	No limit
EPS	Yes – manual process by Payyo	2-3 working days	No limit
Swissbilling	Yes, if the invoice wasn't paid yet. If the customer has already paid the invoice, the customer should provide the bank details by email to support@swissbilling.ch	15 days	Customers have 90 days to ask the refund of paid invoices . A fee of 2,50 CHF is charged. The customer will be charged with CHF 25.- reminder fees.
Klarna	Yes	5-7 working days	Can be refunded up to 180 days
Crypto Currencies	Yes – manual process by Payyo	up to 1 week	Customer needs to have a Coinbase wallet

For more details about Refunds visit our knowledge base: Refunds and Cancellations

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Alternative Payment Methods Chargebacks

Payment Method	Is a chargeback possible?	Costs	Comments
iDeal	No	N/A	
Alipay	No	N/A	
Twint	Yes	20 CHF/EUR/USD or 18 GBP	
SEPA direct debit	Yes	10 CHF/EUR/USD or 9 GBP	Not defendable
Apple Pay	Yes	20 CHF/EUR/USD or 18 GBP	
Google Pay	Yes	20 CHF/EUR/USD or 18 GBP	
EPS	No	N/A	
Swissbilling	No	N/A	
Klarna	Yes	20 CHF/EUR/USD or 18 GBP	Customers can open a dispute within 180 days of the original transaction
Crypto Currencies	No	N/A	

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Do you have questions?
Feel free to contact us

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Support@payyo.ch