



Omnichannel payments

**Combine online and in-store payments
to provide a unique customer experience
across all points of sale**

- Spot consumer behavior across channels and improve your customer knowledge
- Decrease e-payment acceptance risks
- Enhance consumer purchase experience in-store for goods collection
- Increase in-store conversion rate and consumer satisfaction
- Lower your administrative costs





Ingenico omnichannel payment solution provides maximum flexibility to improve your business.

Improve your customer knowledge

Improve your global customer knowledge by taking ownership of the omnichannel token. This standard token represents a payment card without the associated risk and can be fed into a CRM tool to further analyse consumers' purchasing behaviour across all points of sale.

Reduce fraud risks and improve overall security

Decrease e-payment acceptance risks with in-store purchase data. The omnichannel solution tokenizes every payment card on the go - no more card data to store on your servers. Additionally, the P2PE standard secures data in transit and simplifies PCI-DSS certification by reducing the scope of responsibility.

Offer a streamlined click and collect experience for customers

Forgotten 2D barcodes or loyalty cards are not an issue anymore. Our solution based on payment equipment legacy facilitates reconciliation and makes the process faster, cheaper and more secure.

Implement endless aisle capability with omnichannel sales assistants

Facilitate impulsive purchases even when items are out of stock. Enable full payment flexibility upon purchase and let your customer order in-store and receive home delivery of the out of stock item. Our solution allows split purchases, processing of an in-store transaction for the items available and enables the merchant to trigger the next transaction afterwards.

Reach a larger audience

Through the implementation of payment facilities our solution offers the opportunity to expand your target making your products or services affordable and thus increase your in-store conversion rate and average basket size.

Improve after-sales service with a unique refund policy

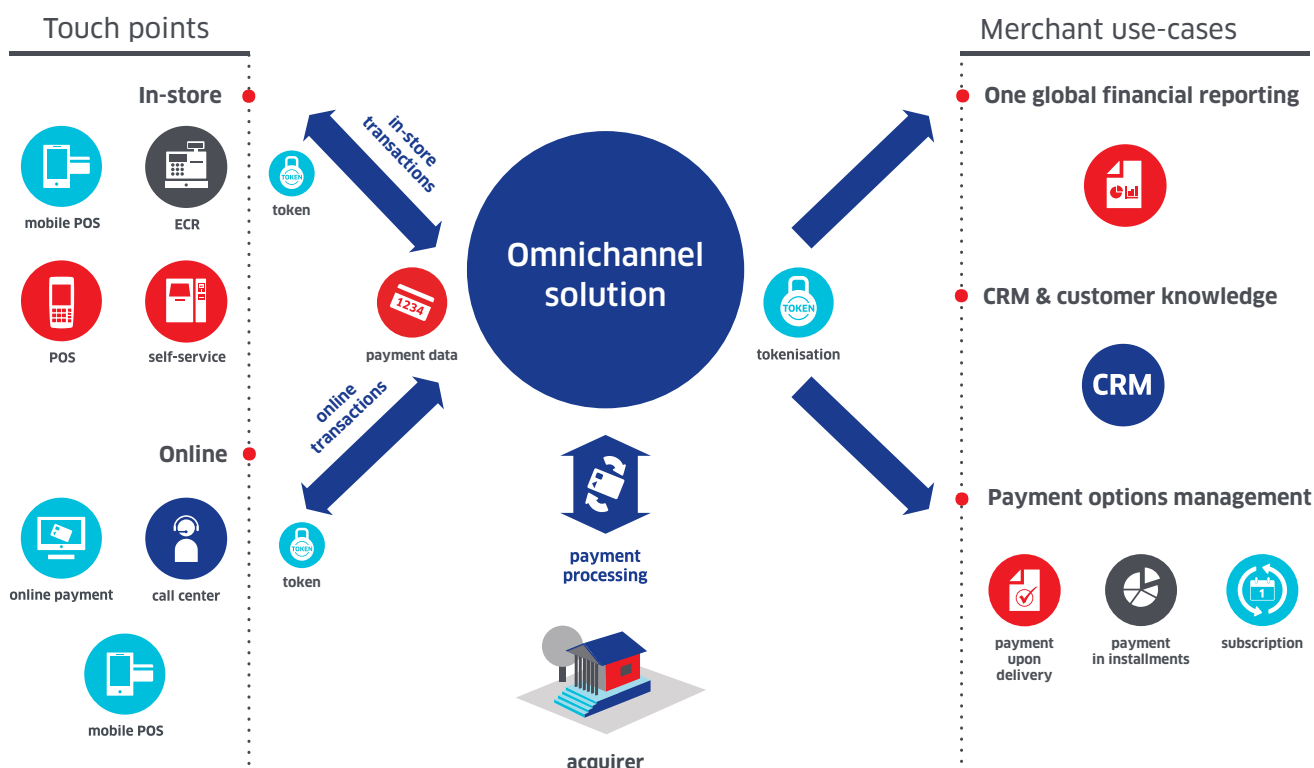
Save your customers time by enabling web refunds of card-present transactions: customers no longer need to go back to the store to return goods or wait for weeks for their claim to be handled. This process will reduce your costs for refunds (traditionally made via wire transfers, cheques or vouchers), secure the refund (as it is processed on the same payment card) and avoid fraud.

Better reporting to assess channel efficiency

Understand your customer behaviour through a web portal which gathers cross-channel Key Performance Indicators. Get clear and organised information on unique and returning customer ratios, channel efficiency and global activity from e-commerce and store locations. Let your marketing team analyse the data to achieve thorough visibility of sales performance.

Provide a seamless purchase experience to your customers

With over 150 payment methods accepted through local and cross-border acquiring connections, you can sell to everyone. Payment centralization enables you to expand your businesses across any sales channels and geographical locations.



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Payment services