

# Buy Now Pay Later

Provide a flexible payment option that can increase purchases.



# Hello!

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“Product Manager” (sort of) of  
BNPL at Global Payments



# Buy Now Pay Later (BNPL) ...

...allows customers to buy products now and pay over time, making it easier for them to make purchases they might otherwise postpone.

...drives higher sales and customer satisfaction, which in turn leads to business growth for merchants.

# Stakeholders and Communication

- Internal Stakeholders
- External Stakeholders
- Communication Plan

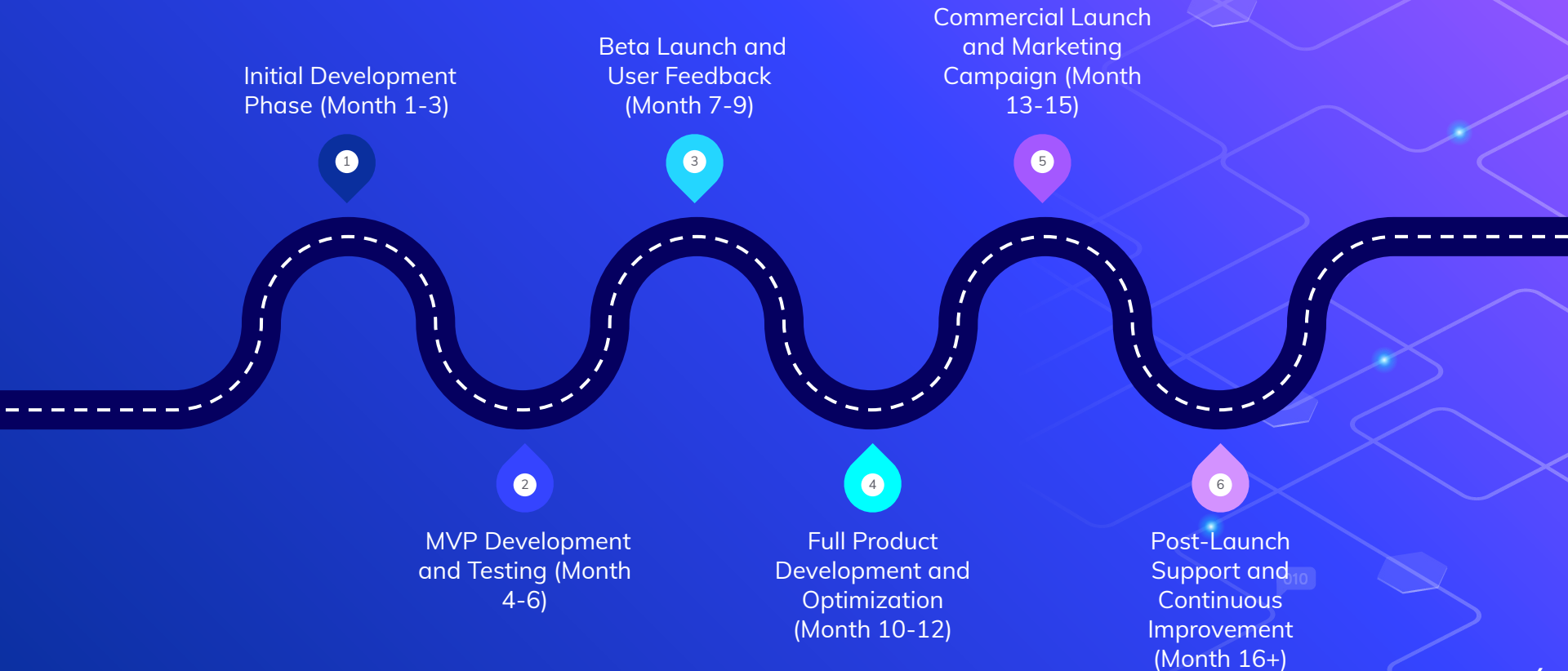
# Product Delivery Approach

- **Agile Methodology:**

- Sprint Planning
- Development Phases
- Feedback Loop



# BNPL Roadmap



# External Product Delivery

- **Customer Engagement**
- **Feedback Mechanisms** - CRMs, Support channels
- **Support and Training** - Organising training sessions both internally and externally

# BNPL Product Features

- **Flexible Payment Options:** Catering different customer needs
- **Love for Developers:** Seamless integration experience
- **Enhanced Security:** Our BNPL providers always follow robust security practices to protect customers' data

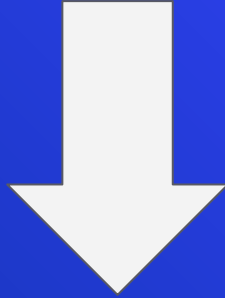


# How would you measure success?

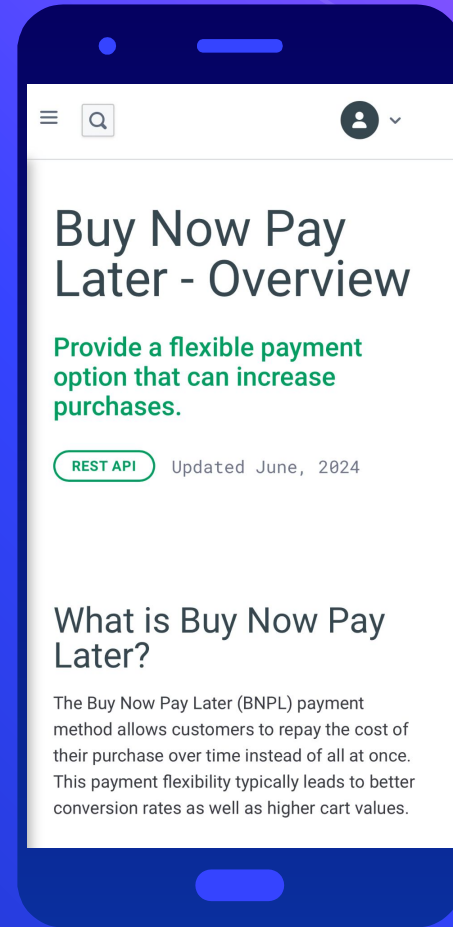
- KPIs
- Customer Feedback
- Business Impact



# Constant Feedback Iteration!



# Constant Product Improvement!



# Simplicity is Key!



# SWOT Analysis of BNPL

## STRENGTHS

- Flexible Payment Options
- Enriched Customer Experience
- Market Reach

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## WEAKNESSES

- Implementation Complexity
- Consumer Risk
- Merchant Costs

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- Market Growth
- Partnerships
- Technological Advancements

## OPPORTUNITIES

- Regulatory Changes
- Competition
- Economic Downturns

## THREATS

# Thanks!

Any questions?

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