

Juspay Hypercheckout - Product Summary

Introduction

Juspay Hypercheckout is a cross-platform, adaptive payments orchestrator that seamlessly integrates with apps and websites. It provides early access to the latest payment innovations with minimal tech investment, helping businesses meet their payment roadmap objectives, such as improving conversion rates, optimizing processing costs, and simplifying operations like reconciliation and refunds.

Key Platforms Supported:

- Android, iOS, Web
- Flutter, React Native, Cordova, Capacitor

Product Features

1. Standard Payment Flows:

- Cards (New and Saved)
- Netbanking
- UPI (including UPI Intent on Android, iOS, Web)
- EMI (Standard EMI, No Cost EMI, Cardless EMI)
- Wallets (Prepaid)
- Buy Now Pay Later (BNPL)
- Cash on Delivery (COD)

2. App-invoke User Journeys:

- Payment apps like GPay, PhonePe, Paytm are invoked directly from the checkout page, improving conversion rates by simplifying the payment process.

3. EMI Options:

- **Standard EMI:** User selects a bank, tenure, and interest plan.
- **No Cost EMI:** Bank interest is discounted.
- **Cardless EMI:** Mobile number-based EMI offered via specific acquirers.

4. Wallet Integration:

- **Direct Debit:** Users link wallets via OTP for future one-click transactions.
- **Redirection Flow:** Redirects users to wallet pages for authentication.

5. Buy Now Pay Later:

- BNPL integration with providers like Lazypay, Simpl, and OlaPostpaid, with more coverage planned.

6. Cash on Delivery:

- Enables COD payments while allowing businesses to manage COD promotion, surcharges, and tracking through Juspay Analytics.

7. Blended User Experience:

- Hypercheckout adapts to app/website branding through 100+ configurations, offering a native-like user experience.

Technical Specifications

1. Payment Flows Supported:

- UPI, cards, EMI, wallets, BNPL, COD.

2. Integration Methods:

- Platforms: Android, iOS, Web, and other cross-platform tools.

3. Security Features:

- Card-on-File Tokenisation (RBI compliant)
- Mobile number-based OTP authentication for wallets and EMI flows.

4. Scalability and Performance:

- Hypercheckout's dynamic routing algorithms ensure high transaction success by monitoring payment failures and making automatic routing decisions in real-time.

5. Over-the-Air Updates (OTA):

- Eliminates the need for frequent app updates by enabling real-time configuration changes (e.g., styling and payment method updates) without affecting native app capabilities.

6. Analytics:

- Checkout, transaction, and refund analytics to track user behavior, success rates, and performance across dimensions.

Pricing Information

● Pricing Model for Startups:

- **Transaction Fee:** 0.35% per transaction.
- **Subscription Fee:** ₹20,000/month.
- **Discounted Option:** 0.25% per transaction or ₹15K/month, whichever is higher.

Benefits and Use Cases

1. Enhanced Payment Experience:

- A wide range of payment methods and features improve user experience, leading to higher conversion rates.

2. Cost Optimization:

- Multiple payment processors can be onboarded and managed, optimizing processing fees.
- 3. **Operational Efficiency:**
 - Reduces payment-related operations like refunds and reconciliation, while providing deep payment performance insights through analytics.
- 4. **Business Control:**
 - The Juspay Dashboard allows full control over payment routing, refund management, and transaction monitoring, offering flexibility in responding to business needs.

Conclusion

Juspay Hypercheckout offers a comprehensive payments solution, ensuring businesses can stay ahead of payment innovations while reducing operational complexity. With flexible pricing options and advanced features like dynamic routing and seamless integration across platforms, it provides a future-proof solution for businesses aiming to optimize their payment processes.