Online Payment 101 for Merchants

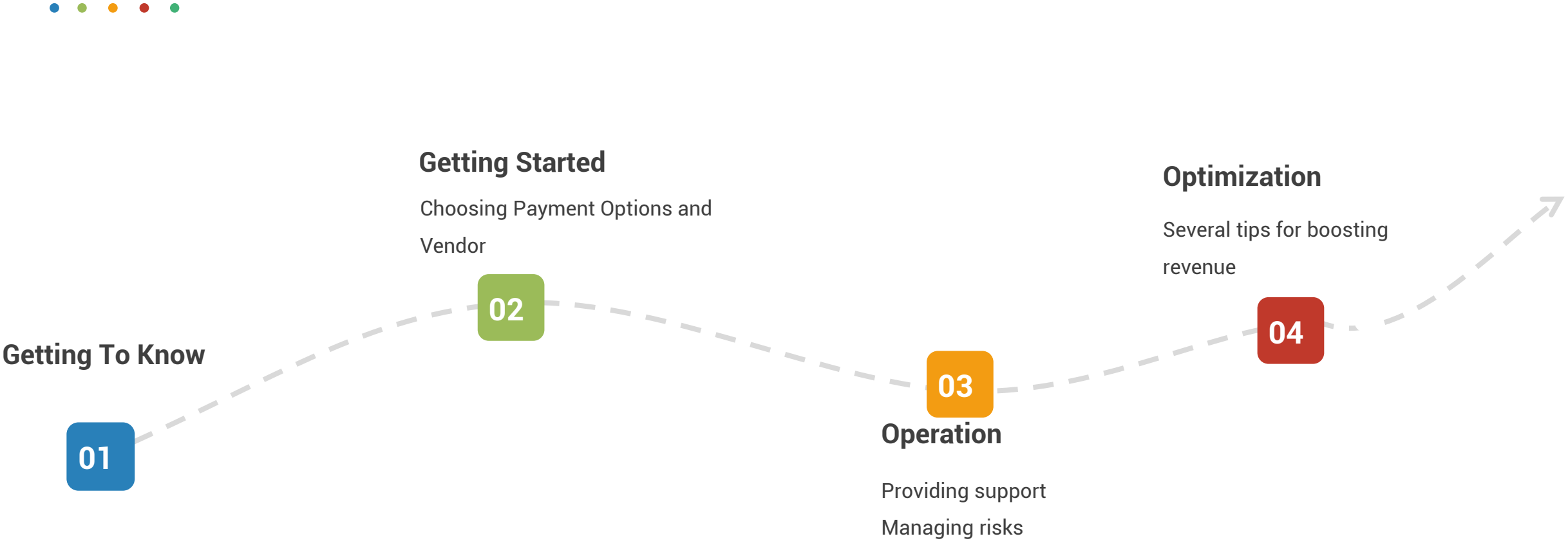
Don't waste your precious revenue

VIETNAM WEB SUMMIT

Nguyễn Sơn Tùng

CTO & Co-founders - VIEC.CO

Our Journey Today



Getting To Know

HELLO!

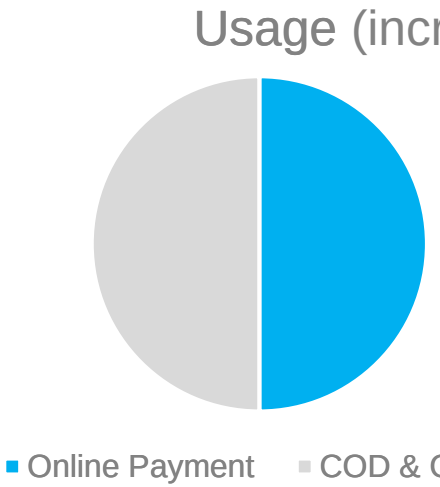
5 years working at TIKI

Head of Technology & Payment Team Lead

Significant payment improvement

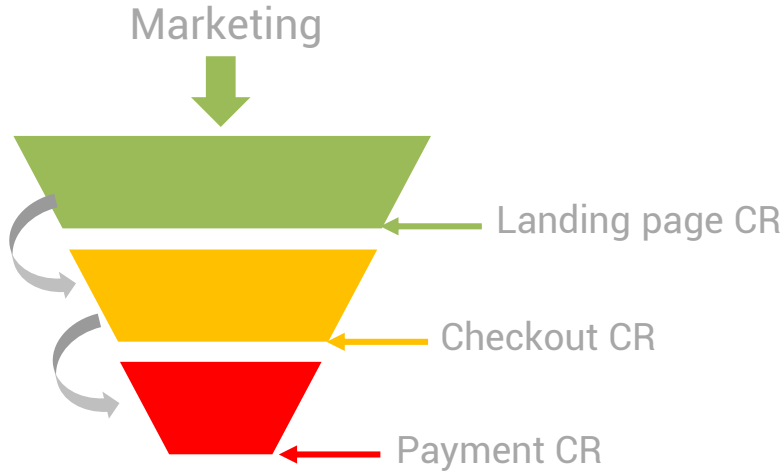
Now, I'm working at VIEC.CO

WHY DOES IT MATTER?



Lower **Order Cancellation Rate**

Better **Cash flow**



Sales Funnel

Who Are You?

Not yet on board

COD, Bank Transfer

- Don't know where to start, who to contact
- Which Vendor is good?
- Am I safe?

Up and running

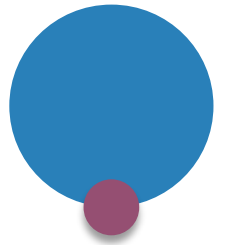
Already allowed pay by cards

- Why is failure rate so high?
- Payment fee is destroying me

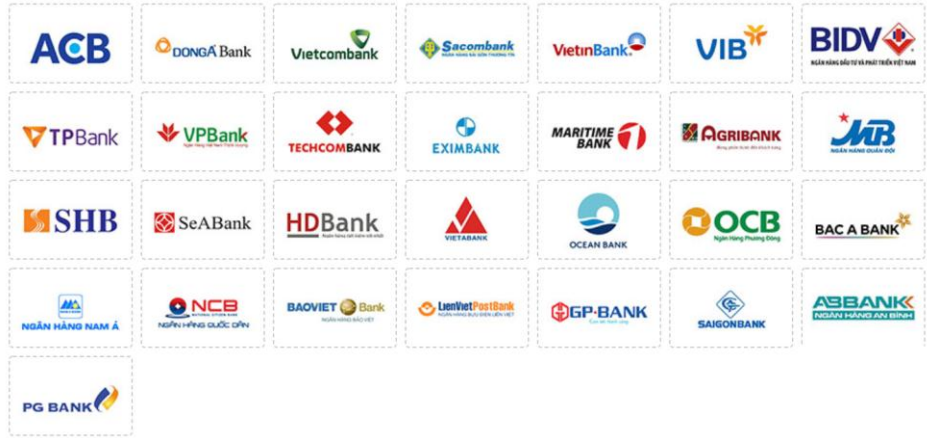
Let's Get Started

Choosing Payment Methods

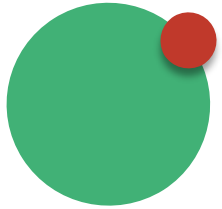
Classification by Source of Money

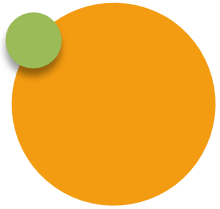


Internet Banking,
ATM, Prepaid Card



International
Cards

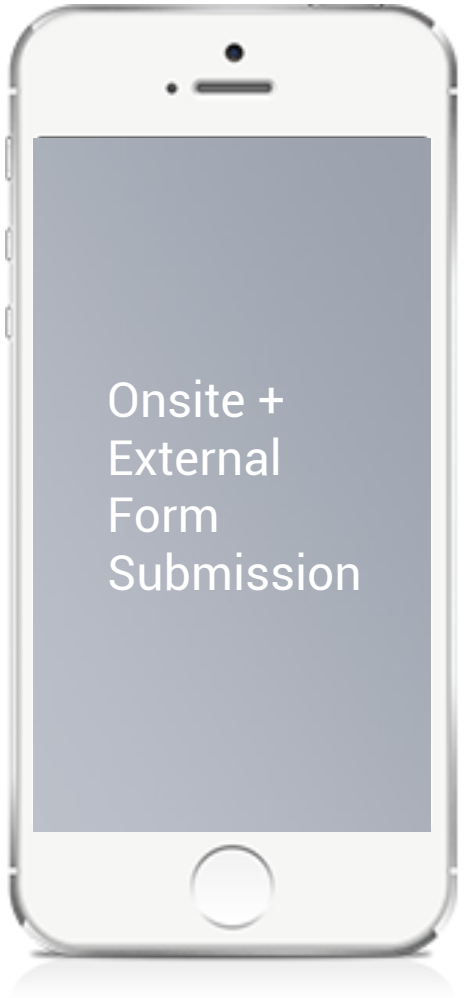


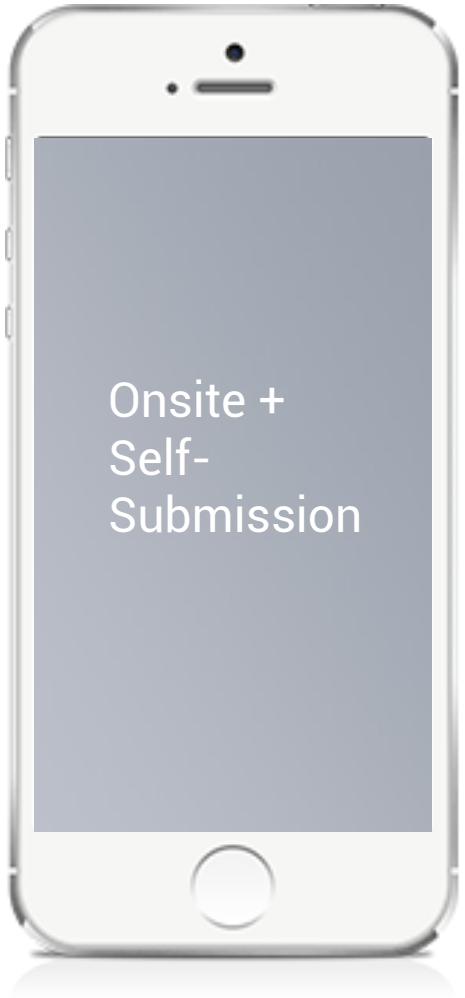


Wallets

Choosing Payment Methods

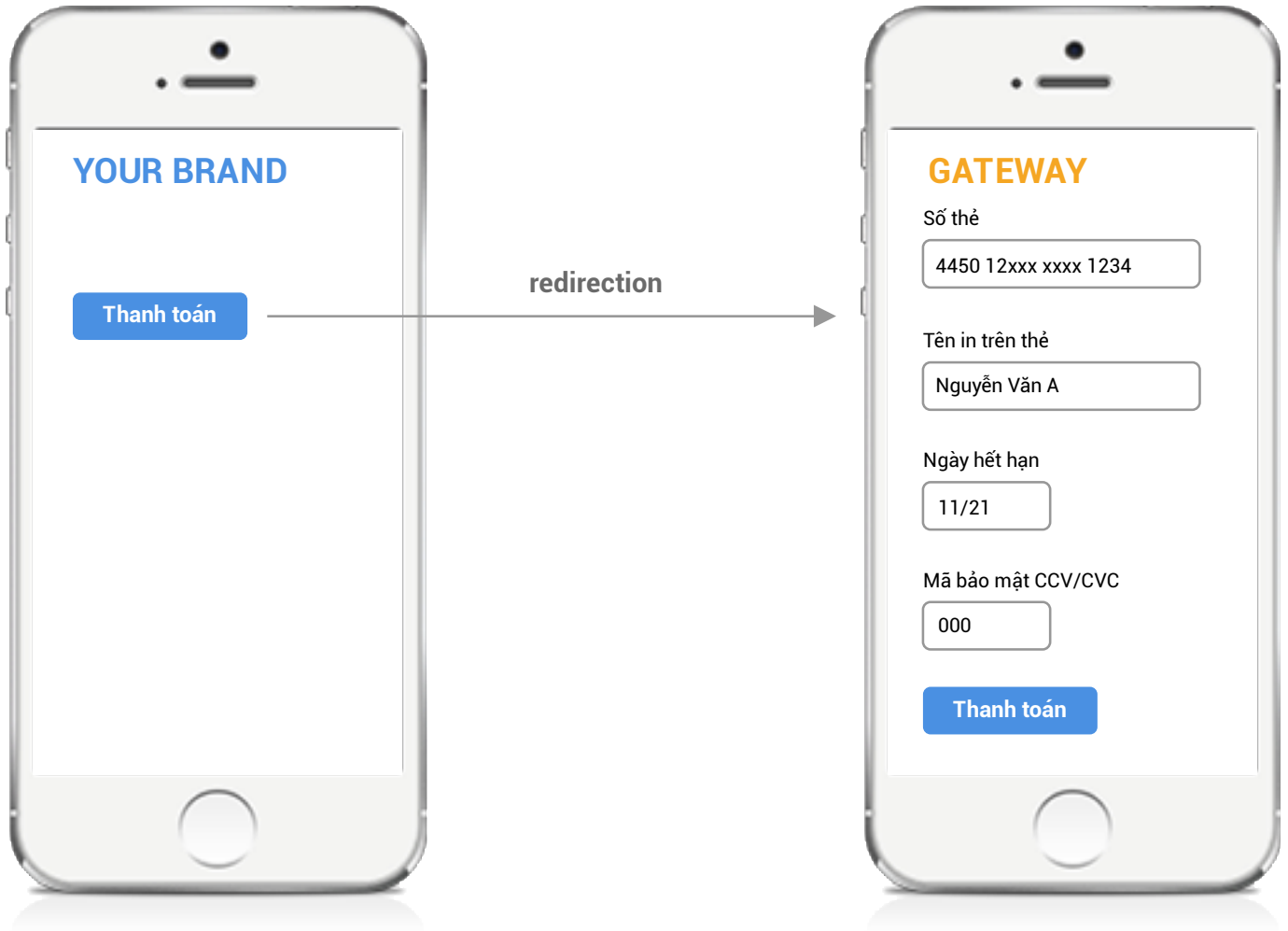
Classification by type of integration





Choosing Payment Methods

Redirection



Recommend for new site

Pros:

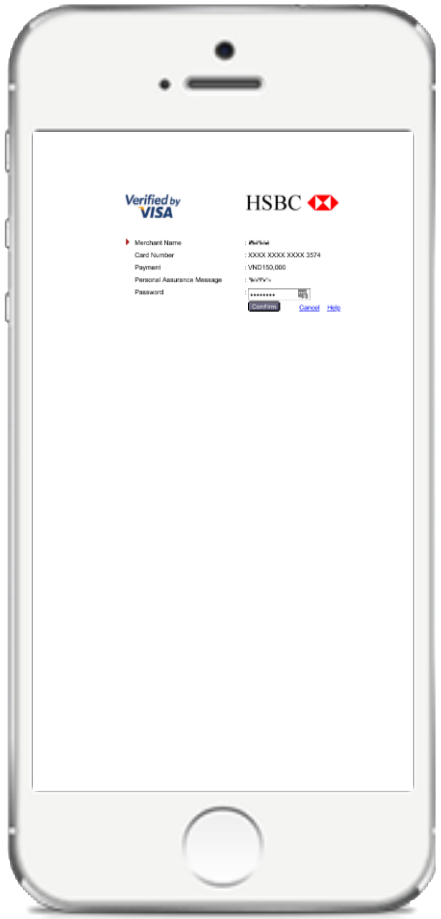
- Quick implementation

Cons:

- Custom UI/Brand
- Error rate consideration

Choosing Payment Methods

Redirection - Cons



Mobile Friendly?

Unexpected UI, Flow

Choosing Payment Methods

Onsite + External Form Submission

Recommended in most cases

Pros:

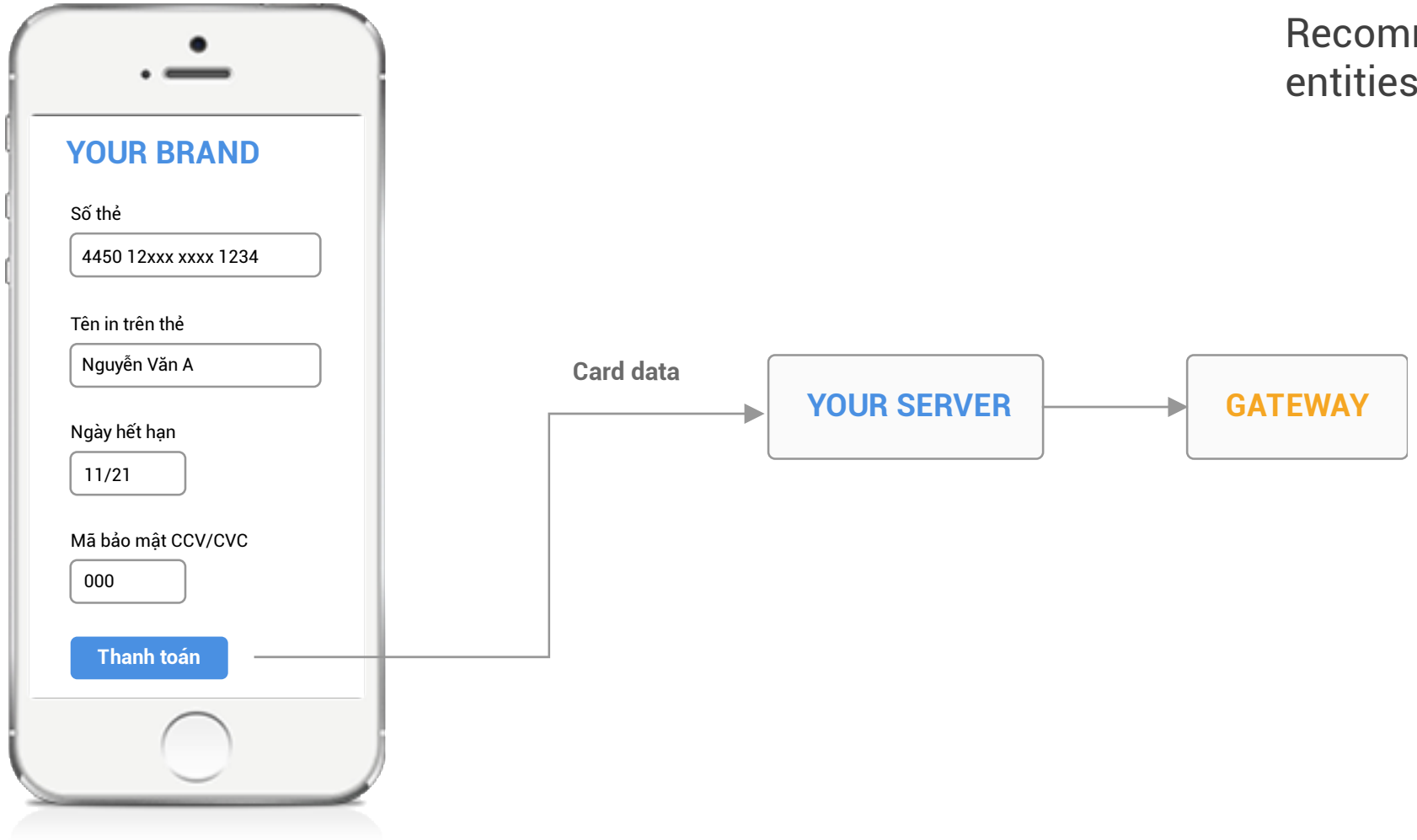
- Safe (no card data is stored)
- Custom UI (Brand)

Cons:

- Error rate consideration

Choosing Payment Methods

Onsite + Self Submission



Recommended for large-scale entities

Choosing Vendor

List of Vendors

Domestic Gateways

OnePAY

VNPAY

napas

BAOKIM.VN

123pay

NganLuong.vn

International Gateways

CyberSource®

adyen

Wallet

momo mobile money

ZaloPay

ononpay

moca

Choosing Vendor

Factors for consideration

1

Coverages

Gateway: Qty of ATM Banks

Wallet: Qty of Customers

2

Product (Features, UX)

Tokenization

UX, Mobile friendly

API (transaction status, refund)

3

Pricing structure

Transaction based normalization
1-3%

Choosing Vendor

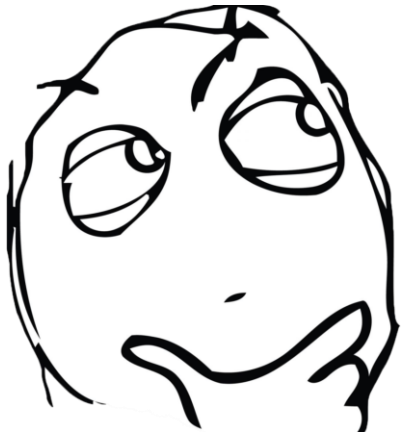
Coverages Example

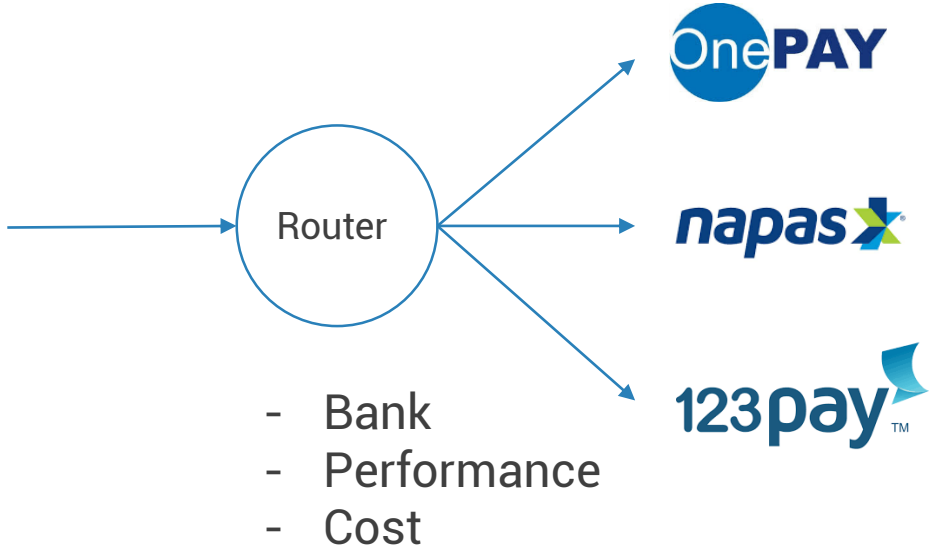
Where's **ACB**?

Choosing Vendor

Multiple Vendors

How about implementing multiple vendors + Payment Routing?





Action List

Initial

Policy & Contract

Sandbox

Technical Integration

Live

Live Accounts

Optimization

Feedbacks

Improvements

Recommendations

NEW TO PAYMENT

Easy starting

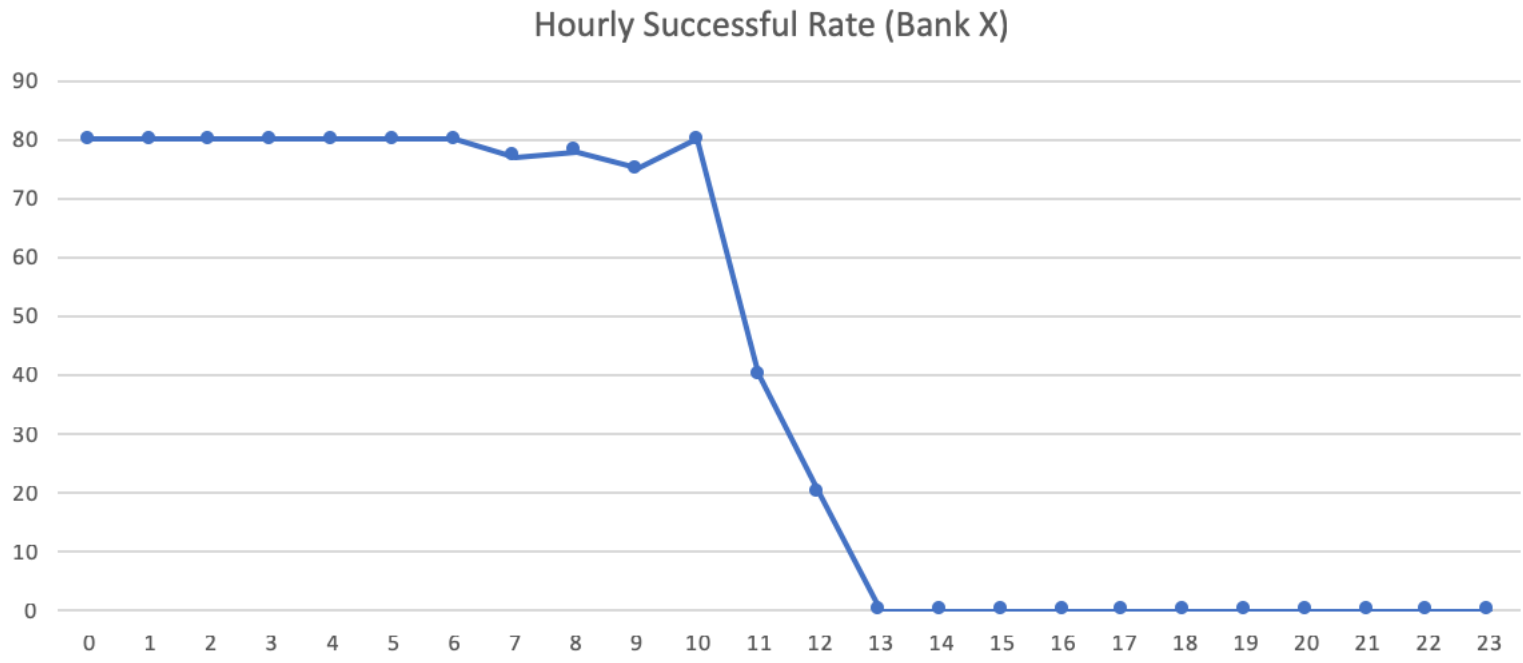
ALREADY IMPLEMENTED

Known your data => Optimization (Success Rate, Cost)

Operation

Monitoring

Dashboard and Alerts are your friend



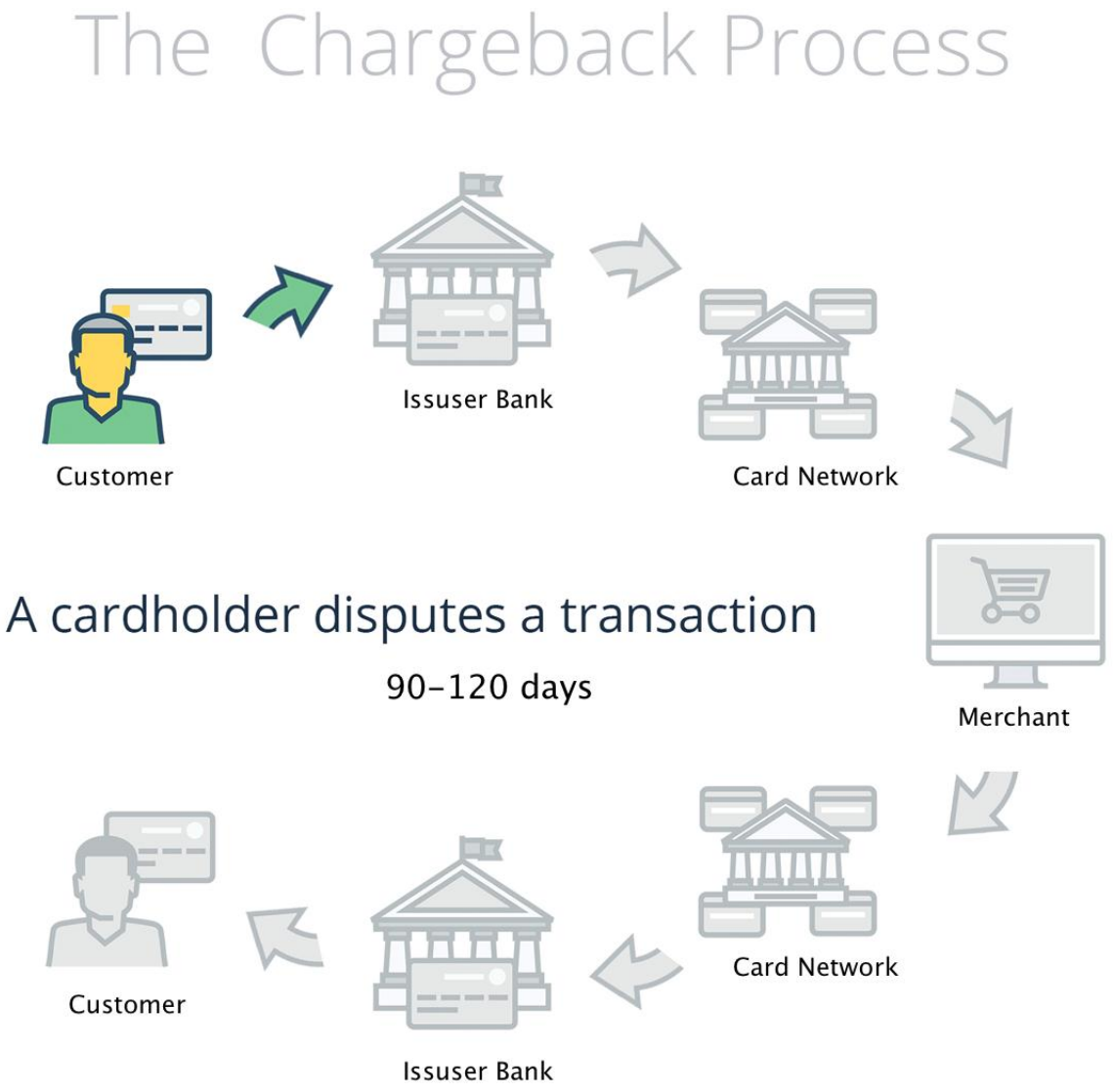
Support Team

Be helpful

- Knowledge base, FAQs
- Vendor, Bank support

Managing Risks

Chargeback



Managing Risks

Avoiding chargeback

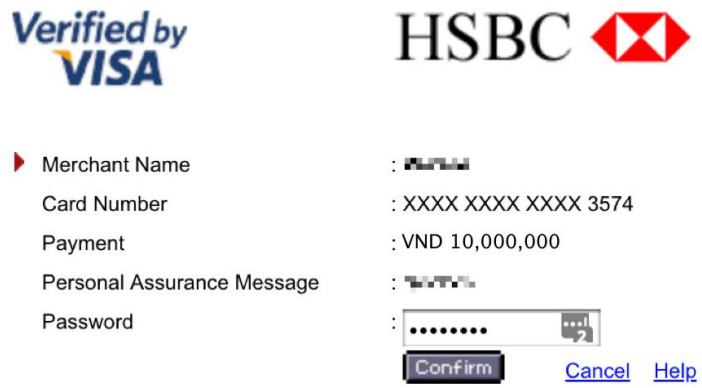
Always request Proof-Of-Delivery (POD)

Verified by VISA

MasterCard SecureCode

OTP

Enable 3DS for high-value transaction



Revenue Optimization

Improving Success Rate

What's your success rate?

90%?

80%?

60% or lower?

Improving Success Rate

Depends on how we define Conversion

Any steps can be dropped

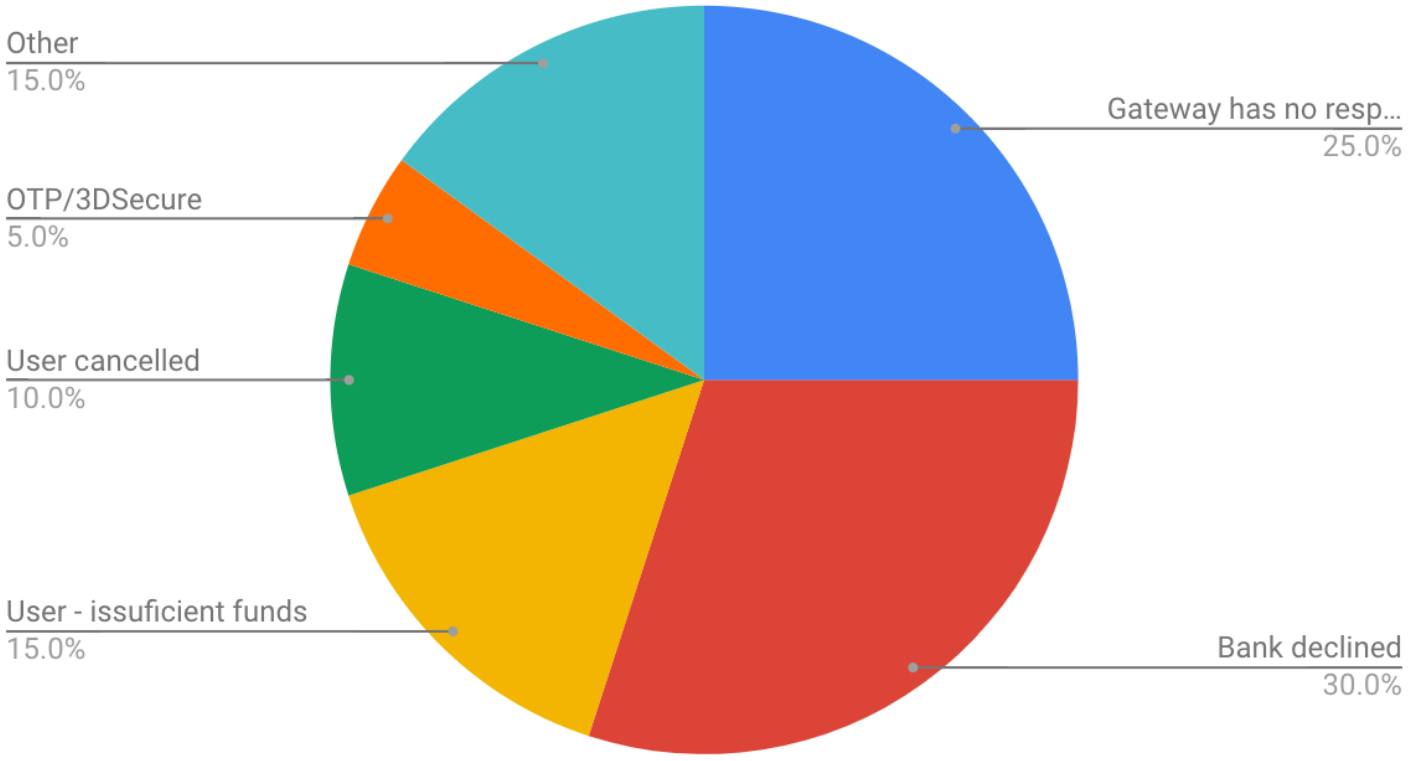
- Internet disconnection
- User aborts
- Bank rejects
- Lack of retries

Payment Vendors tend to define Success Rate from step 2-3 to 4

Good understanding => Improvements

Understanding Payment Errors

Common Payment Errors



Classification and targeted optimization

- Gateway
- Bank
- User

(Based on my experience, no actual data is provided)

Improving Success Rate - Suggestion UI

Bad Case

Lỗi thanh toán!

Đã có lỗi xảy ra, bạn vui lòng thử lại sau

Quay lại

What am I suppose to do next?

but when the customer places a new Order

DJEUGEF

APPLY

Sorry, this voucher is not valid. Please check for any typing errors

Arggg!

Improving Success Rate - Suggestion UI

Improvement – Be specific and keep your Order alive

Rất tiếc, thanh toán không thành công

Nguyên nhân: Thẻ của bạn chưa kích hoạt Internet Banking ← Be specific

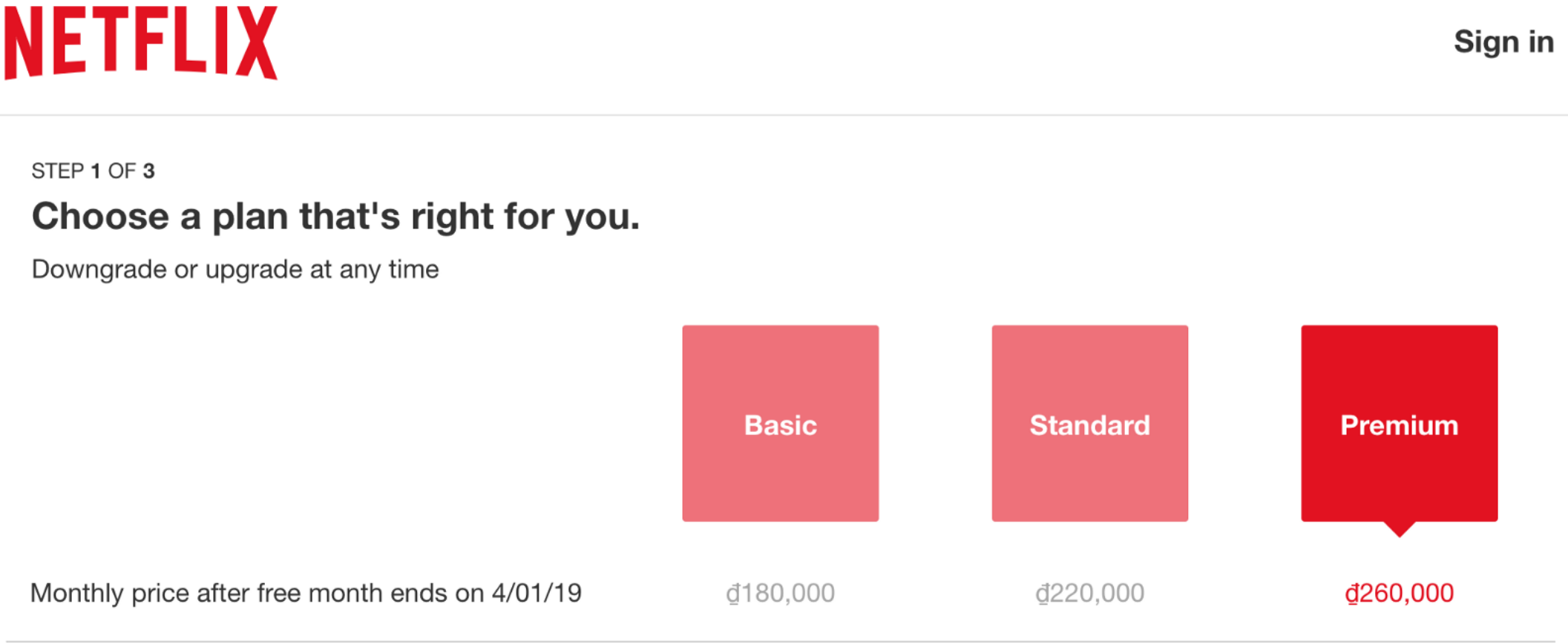
Vui lòng liên hệ với **Ngân hàng ACB, Hotline (848) 38 247 247** ← Be helpful
để được hướng dẫn thêm

Bạn cũng có thể chọn hình thức thanh toán khác hoặc dùng thẻ khác
cho đơn hàng này:

- ○ **ATM, Internet Banking** ← Keep your precious order alive
- ○ **VISA/Master**
- ○ **COD - Thanh toán khi nhận hàng**

Save card, Recurring, Subscription

By using Tokenization



Save card, Recurring, Subscription

By using Tokenization

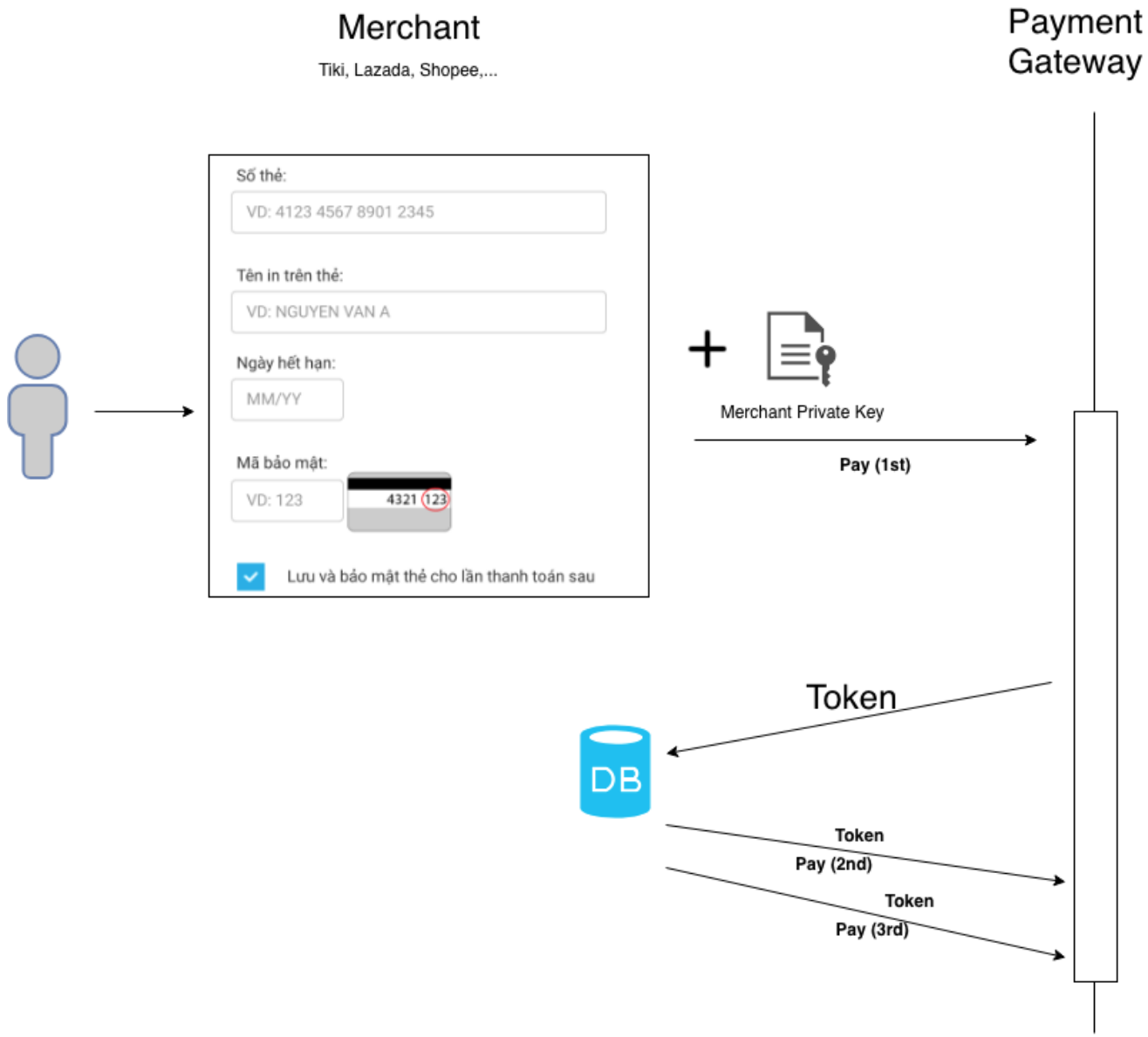
Saved card

Adding a new one

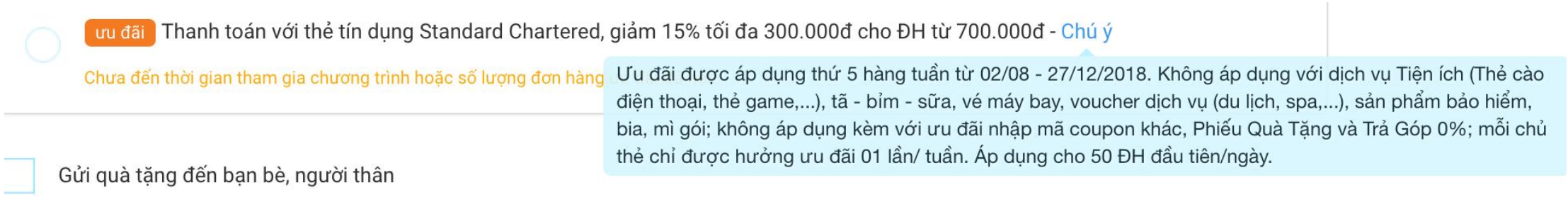
Save card, Recurring, Subscription

By using Tokenization – How it works

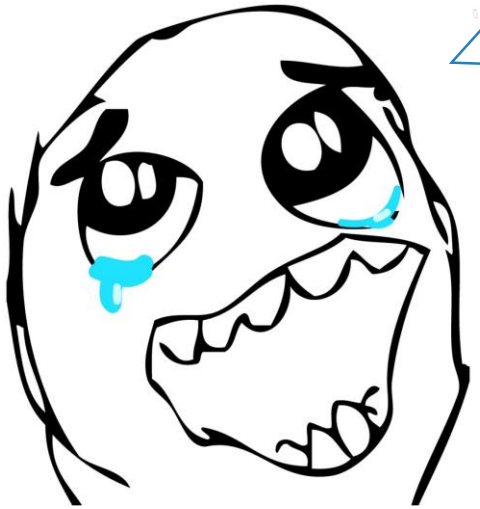
Safe & Convenient



Payment Promotion and Installment



Payment Promotion and Installment



~~21.500.000đ~~

-2.150.000đ

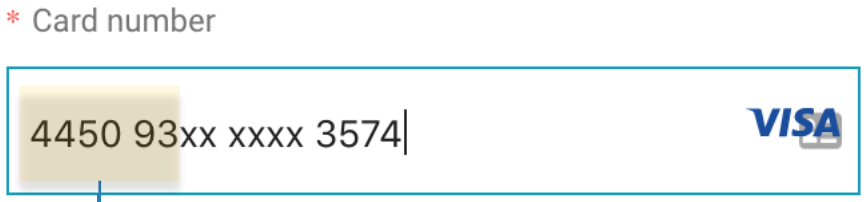
19.350.000đ

TRẢ GÓP 0% QUA THẺ
(Visa, Master Card, JCB)

Payment Promotion and Installment

How it works

BIN – Bank Identification Number



VISA

HSBC Vietnam

Conclusion & What's Next

Thank you

Get in touch

tung@viec.co

0939221182

facebook.com/tungns