

Online cash payment

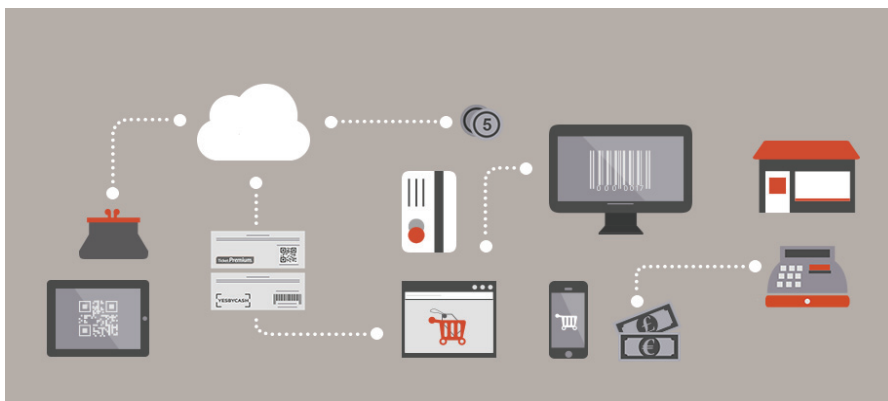
Since 2003, TSI (Ticket Surf International), an issuer of electronic money approved by the Prudential Supervisory Authority of the Banque de France, has proposed innovative alternatives to bank card payment over the Internet, mobiles, and tablets, in order to adapt to the constant changes of the payment market.



Frédéric Jeannin, Chief Executive Officer and Chairman

YesByCash offers a way to pay in cash for purchases made online, by going to one of over 2,000 points of sale in France. This online cash payment system, created by TSI in partnership with a large e-commerce brand, has been in operation since late 2013. This solution is offered to customers after they have placed an order on a site. YesByCash then generates a bar code with the order information. Next, the customer goes to any point of sale (just like those for picking up packages), the seller scans the barcode, and the customer pays.

This service, the first of its kind in France, combines online ordering with in-store payment, offering consumers the freedom and flexibility of cash payment, while ensuring that the payments are secure. For the merchant site, YesByCash makes it possible to tap into a new customer base, and maximises website marketing investment by opening up e-commerce to people who previously did not have access to it, or who were hesitant to pay by bank card.



«The most innovative way to pay is also the most simple»

This form of cash payment saves on transaction costs: it generates an additional source of revenue, without charge-back risks. It enables retailers to conduct a detailed analysis of transaction costs and transaction sources (bank charges, fraud costs, technical expenses, etc.).

TSI is currently testing other electronic payment applications to simplify payment in-store and online.

Handling cash has always posed fraud and security risks for retailers, banks and customers. Electronic money, which is completely paperless, is advantageous for both e-retailers and consumers. By simply scanning the electronic money code (in the form of a bar code), payment is received and change given more quickly than when a bank card or cash are used. The retailer has the assurance that there will be no errors when it comes to handing over change, benefits from a faster check-out process, in particular for small payments, and has a centralised cash flow from several points of sale. In short, less fraud and more sales! Furthermore, this money can be used on the Internet: customers can pre-pay for orders online, and then all they have to do is go and collect them (from a café or pizzeria, for example).

Some stores are exploring this opportunity as a way of attracting customers who don't have a bank card, or combining it with multi-channel loyalty or cashback schemes (online, on mobile phones and in-store).

Electronic money thus generates increased productivity for retailers by simplifying payments, or micro-payments, without the risk of fraud. It also gives a new customer base access to e-commerce and addresses the problem of customers going overdrawn, which causes additional costs, often underestimated but borne by users as the cost of their banking services.

TSI is betting on the future of electronic money and its capacity to adapt to new ways of consuming. Starting in June, the TSI YesByCash solution will be integrated into Ogone (Ingenico Group), who manages and secures online and mobile payments in more than 70 countries.



01 55 20 14 56

www.tsi-payment.com
commercial@tsi-payment.com