

EZ CASH BUTTON MERCHANT MANUAL

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1. ACCEPT PAYMENTS ON YOUR WEBSITE WITH EZ CASH BUTTON

eZ Cash Button is an easier way for your website to accept payments via eZ Cash. With the use of eZ Cash button integration can be done by anyone who has knowledge of basic HTML.



Accept payments using Pay with eZ Cash Button –

Customers who click on pay with eZ Cash button will be taken to eZ Cash payment gateway, where they can enter their wallet details and complete the payment. You will receive the transaction receipt via an email. eZ Cash button is appropriate when you don't offer shopping cart functionality in your website and your web site is not integrated to auto mated order fulfillment tool.

Once integrated, your web site will have "Pay with eZ Cash" button in your web site. You can place the button anywhere in your web site as per your preference to accept the payment to use eZ Cash.

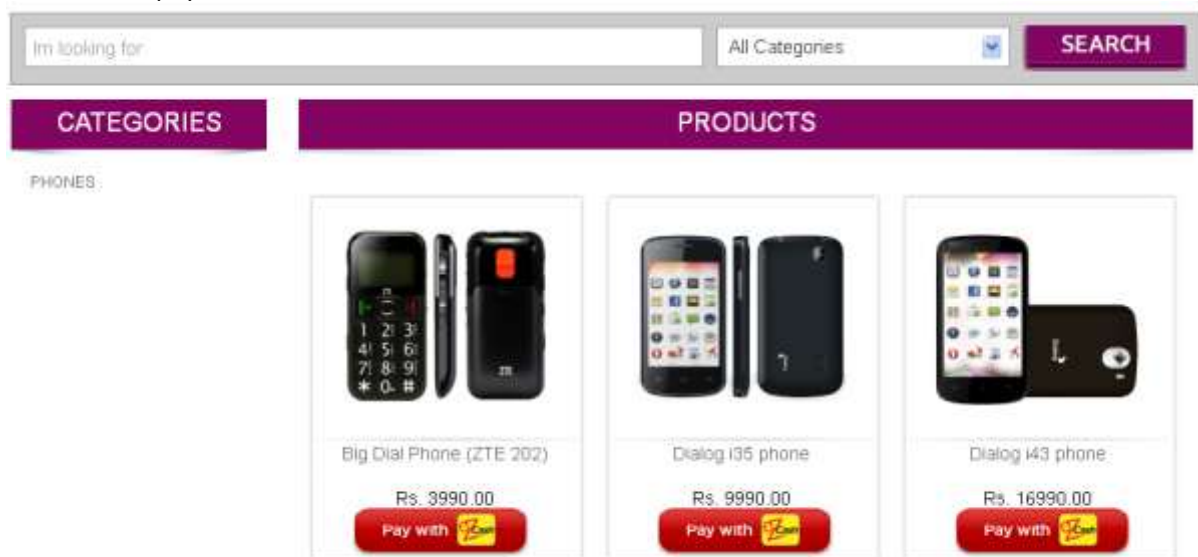
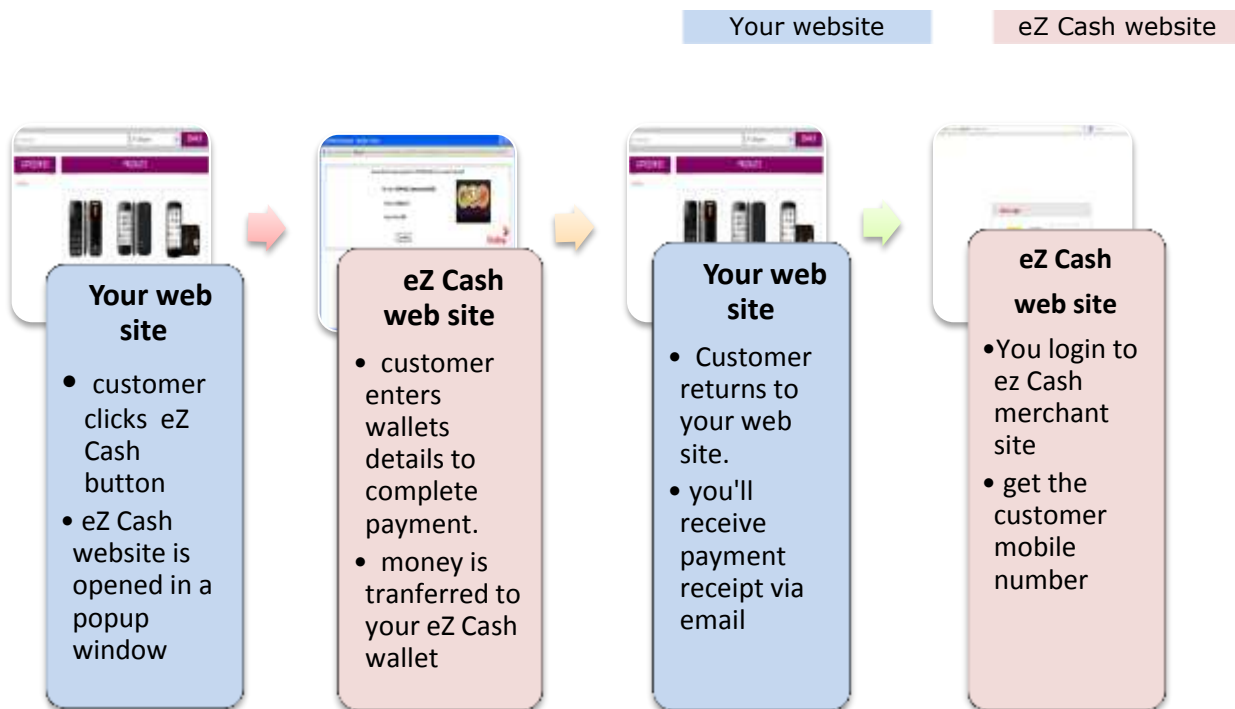


Figure 1:- eZ Cash button used with an online product catalog to sell individual product

2. HOW EZ CASH BUTTON WORKS



1. Customer clicks the pay with eZ Cash button in your website
2. Popup window is opened asking customer to confirm he wants to make a payment to your website. Popup window shows;
 - a. Your website details
 - b. Your company logo
 - c. Product name
 - d. Price of the product (This is the amount charge to customer, customer can't change it at the eZ Cash payment gateway)
3. Once customer confirms, he is prompted to enter his eZ Cash details to process the payment.
4. If payment is successful customer will see/get following details on their screen;
 - a. eZ Cash reference number
 - b. Your Phone number (or your customer service number)
 - c. Your email id (or your customer care email id)

Customer can use above details to cross check the order delivery details with you.

5. You'll receive payment receipt via an email. Email will contain following details,
 - a. eZ Cash reference number of the transaction
 - b. Product ID/Product name
6. Access your eZ Cash web login (<https://apps.dialog.lk/ezCash/Login.aspx>) and use eZ Cash reference number(sent in the email above 5)) to get customer mobile number/details.
7. You can use above mobile number as the contact customer reference to complete the order delivery process.
8. Login from your eZ cash web login to view the reports of all the payments received to you.

3. HOW TO OBTAIN AN “EZ CASH BUTTON”

You need to get register as an eZ Cash web Merchant to use eZ Cash button in your website. If you are not already registered send your request to ezcash@ideamart.lk, with “eZ Cash Merchant Registration” as the subject.

Additionally you need to share below details with us to use eZ Cash button.

- URL of your site.

We need to know the URL of your site. The path towards the root of your site is required. If you need to change this URL later you will have to notify us of this action. Changing the URL without notifying us will prevent from the eZ Button from working properly.

Example:

www.abc.com
sub.abc.com
www.abc.com/site

- Display Name of your site

This is required to display to the users on the confirmation page. This will allow the customers know that they are paying for the site they intent to and they are not spoofed.

- Logo of your site

This is required to display to the users on the confirmation page. This will allow the customers know that they are paying for the site they intent to and they are not spoofed.

- Receipt Email

After a transaction is complete the status of the transaction along with the transaction details will be emailed to this email address. This is where you will get the transaction receipt.

- Contact Number

The contact number will be displayed to the customers at the end of the transaction. They can use this to Contact you regarding their transaction.

4. INTEGRATE AND ACTIVATE EZ CASH BUTTON

eZ Cash button integration manual (eZCashButton_IntegartionManual.V.1.0.pdf) is available from www.ideamart.lk → IdeaPro. The manual details the steps and provides code snippet required for the integration.

Before you can start accepting eZ Cash your merchant wallet needs to be activated. To get your account activated, send an email request to ezcash@ideamart.lk. Keep the subject of the email as "eZ Cash Button activation - <your website URL>".

We'll activate your wallet and provide you your merchant code and the login credential of your web login (<https://apps.dialog.lk/ezCash/Login.aspx>). You can use web login to view transaction details happen to your merchant wallet. Merchant code is required in integration code snippet.

5. HOW TO USE EZ CASH BUTTON - GUIDELINES

1. Placement of the eZ Cash Button – Keep the eZ Cash button visible and close to the item to be sold. Good place to display the button would be either at the bottom or to the right side of the items to be sold.
2. Single Call to Action – Avoid user/buyer confusion by offering single and clear navigation
3. Make sure you use unique product codes for each item sold on your web site and pass that code to eZ Cash when user clicks the Pay with eZ Cash button. (Refer Integration Manual eZ Cash Button.docx on how to do this)
4. If you are using eZ Cash button to charge a subscription fee or a registration fee make sure you pass the correct subscription ID / Registration ID to eZ Cash when user clicks the Pay with eZ Cash Button. (Refer Integration Manual eZ Cash Button.docx on how to do this)
5. Make sure the contact number you shared with eZ Cash is accessible at all times.
6. Make sure you regularly check the emails inbox of the email address shared with eZ Cash and promptly initiate the product delivery process to the customer. Also promptly response the customer inquiries received about the order status.
7. Clearly mention your business hours and approximate time to deliver the product in the website.