

Account-to-Account Payments Merchant Toolkit

BANK TRANSFER
by **WORLDLINE** 



Summary

1. What is Bank Transfer by Worldline?
2. How does it work for each sales channel?
3. How can I use it to sell to my customers?
 - Sales Training Package
 - Online / In-Store Promotional Package
 - Email Marketing Package

Lower Fees compared to Schemes.



Instant Payment Available.



Reduced Fraud.



Higher Transaction Amounts.

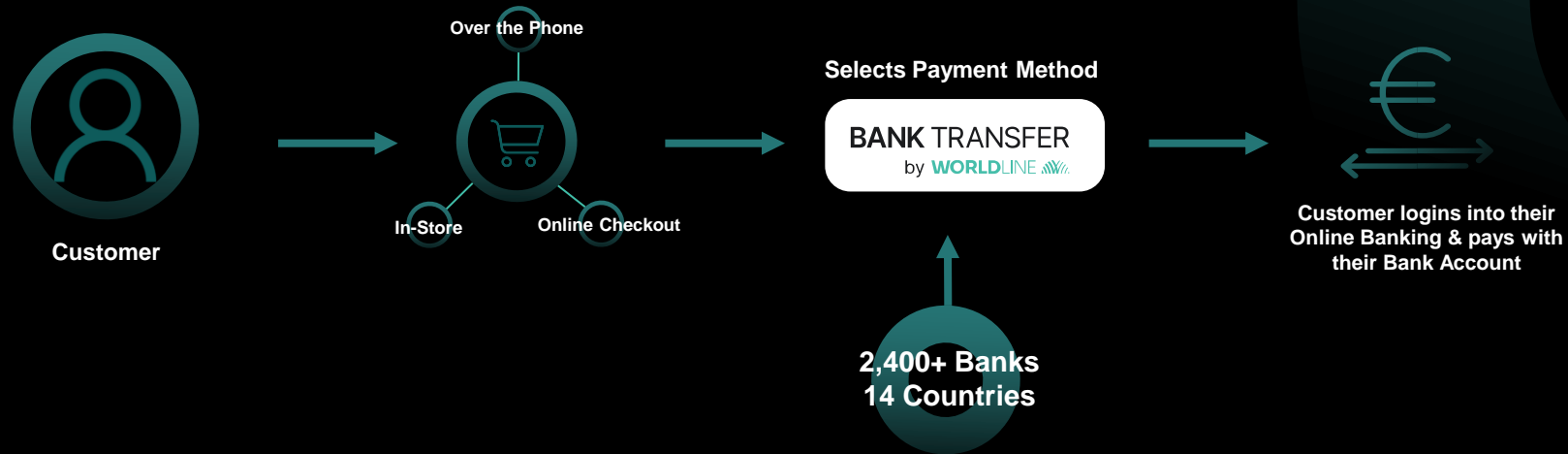


No card, wallet or app registrations needed.



How does Bank Transfer by Worldline work?

Account-to-Account Payments offer a new payment method for customers to pay. However instead of needing a card, customers only need a bank account. It works by securely connecting to over 2,400+ banks in Europe using APIs. A customer can sign into their bank and accept to pay the amount to the merchant. It can be used across all sales channels online, in-store, or over the phone.



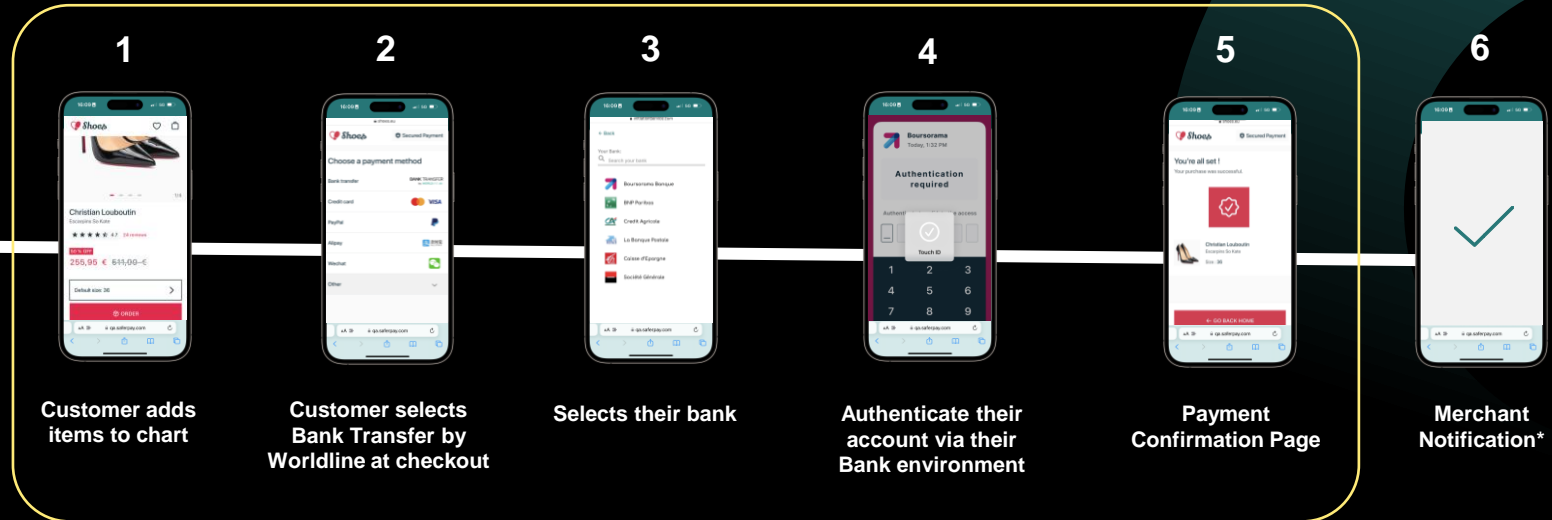
Account-to-Account Payments Step-by-Step

Webshop Payment

Consumer Perspective



ONLINE
Via Mobile or Desktop



**We will notify you through normal channels, like other payment methods. Before that notification, no payment guarantee is provided. We advise that you wait to provide your customer with your service or goods until after you have received this notification.*

Account-to-Account Payments Step-by-Step

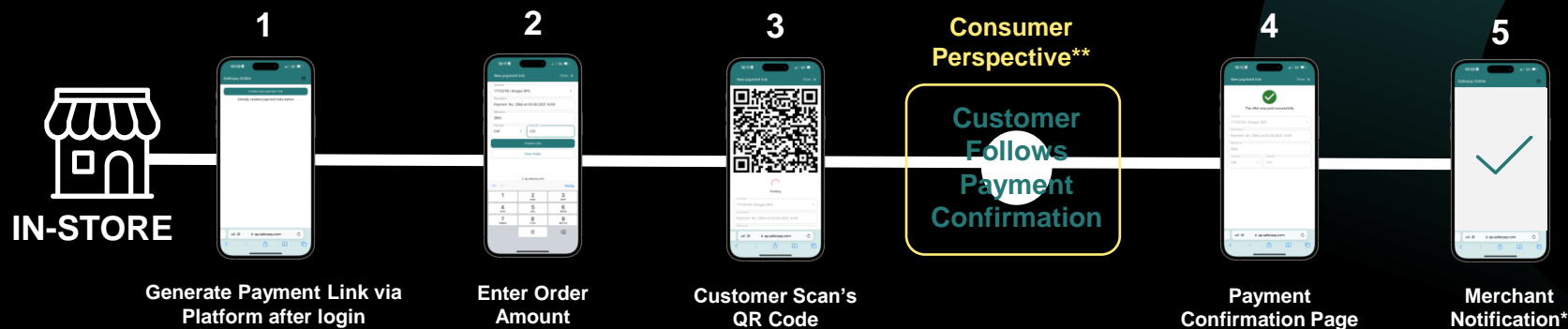
Pay by Link Payment

1. Validate Bank Transfer by Worldline is a payment method in your terminal / settings
2. Ensure you have a valid email from your customer to send the link
3. Select the generate payment link in your portal environment
4. Enter payment link details such as
 - Order / Reference Number
 - Order Description
 - Amount
5. Link generated
6. Enter necessary contact information such as email recipient
7. If available customize the email message with your company template
 - *Mailing text available to promote Account-to-Account in payment link email*
8. Click send link
9. Review Payment Confirmation in Transactions tab

[Video Here](#)

Account-to-Account Payments Added Use Case

Using Pay by Link for In-Store Payments



***To view full process, see slide 4's consumer perspective*

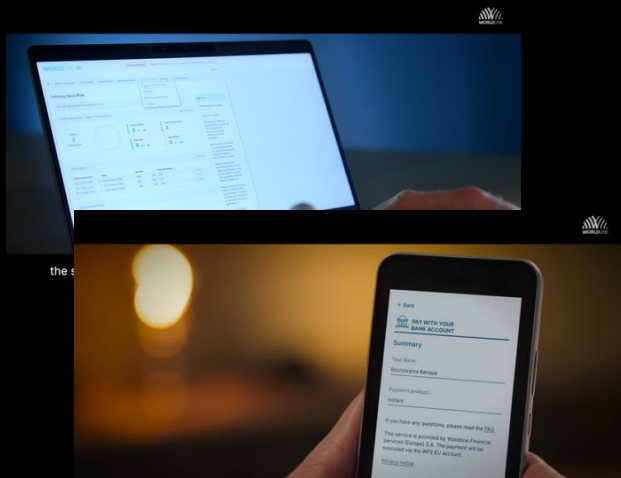
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How to promote Bank Transfer by Worldline

A customisable package tailored to your market needs

①

Training materials for your staff



she reviews details in a seamless pay by bank transfer checkout.

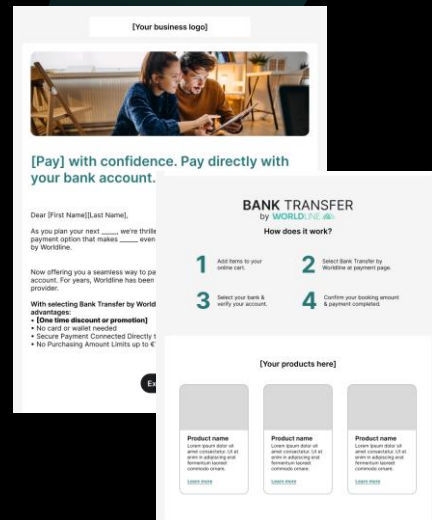
②

Banners fit to your shop's channels



③

Email template for launch



Sales Training Package

120 Second Video on how to use Account-to-Account Payments



[Video Here](#)

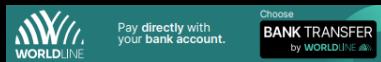
Promotional Package

Bring awareness to your customers across all touch points to increase payment method selection

1

Desktop & Mobile Banners

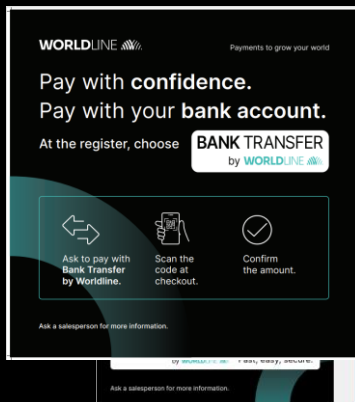
° Top of Website ° Product Catalogue



2

In-Store Banners

° Queues ° Counters ° Displays



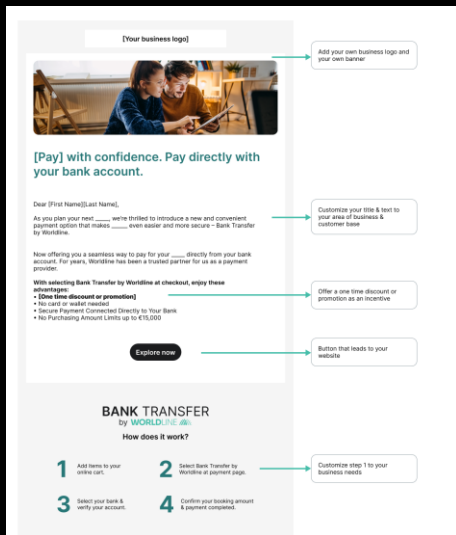
Assets Here

Email Package

Launch an Email Campaign to inform your customers about Bank Transfer by Worldline

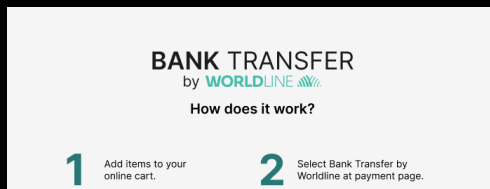
1

Easy ready-to-send Templates



2

Images ready to be inserted



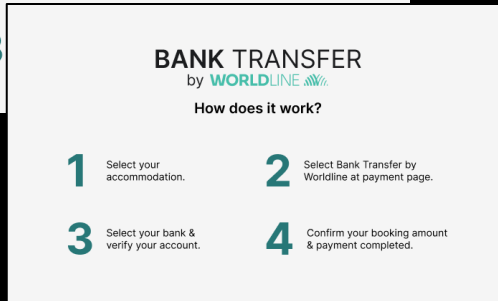
1

Add items to your online cart.

2

Select Bank Transfer by Worldline at payment page.

3



1

Select your accommodation.

2

Select Bank Transfer by Worldline at payment page.

3

Select your bank & verify your account.

4

Confirm your booking amount & payment completed.

Assets Here