

Would you like to pay by **CARD OR INVOICE?**



PAYING FOR YOUR SHOPPING BY INVOICE IS NOW AS QUICK AND EASY AS USING A CARD OR CASH.

“It has taken years to develop a finance and payment system that is fully integrated to retail systems,” **Jonas Lindholm**, Euroloan partner and board member, explains.

He is confident Euroloan has what it takes to establish itself as a leading merchant system provider – and to achieve increasingly rapid growth along the way.

“Our solutions have no manual features. In practice, that means that the opportunities for exponential growth are limitless. That is why I chose to personally invest in Euroloan.”

A few years ago, the financial services provider moved into developing payment solutions for high street and online retailers.

“The entire financial services sector is undergoing the biggest change since the computer was invented.”

The more traditional operators, like the big banks, are slow to introduce changes and struggling as a result.

A nimble and flexible service provider like Euroloan that updates its systems every couple of weeks now finds itself in a very

advantageous position as the market is currently being carved up,” Lindholm says.

When buying means win-win

“Currently, a third of all online purchases are made through invoicing or paid in instalments, and the market share of this type of payment method is growing,” Euroloan Customer Service Director **Petra Mengelt** explains. Furthermore, spending has been shown to rise by around a third when consumers are offered the option to pay for their purchases by invoice or in instalments.

For many businesses, bricks-and-mortar and online shops remain separate operations, and the payment options available are not sufficiently convenient for consumers. At Euroloan, the team decided to turn their attention to how the transaction process could be improved for consumers. The answer was to remove all unnecessary steps – a move that brings benefits to both customers and retailers. Euroloan’s easily integrated system has already been adopted by hundreds of online retailers.

“**The entire financial services sector is undergoing the biggest change since the computer was invented.**”

“This is truly a win-win for all involved. The customer can see the sample prices upfront, while the retailer benefits from increased sales and their brand becomes associated with rapid transaction processing.”

Invoice payments coming to high street stores

Euroloan will be introducing the option of invoice payments as an alternative to card payments on Verifone payment terminals. The invoices can conveniently be converted to

payment by instalments and Euroloan carries the risk involved. The customer’s identity is verified at the check-out and their personal identity code is entered into the terminal. In practice, this means that all parties can forget about long-winded form-filling, and retailers have the option of offering a convenient new payment method alongside cash, cards and contactless payments.

“This is a safe and secure payment method. Your invoice will be sent to your official home address,” Mengelt explains. ●



Jonas Lindholm,
Euroloan partner and
board member.



Petra Mengelt,
Euroloan Customer
Service Director.