SIMPLIFY
PAYMENTS
BOOST SALES!

synthesis

Make payments the way you want to, from anywhere

Say goodbye to siloed systems and hello to a unified payment experience that brings convenience and efficiency to both you and your customers.

By simplifying the payment process for customers, you will enhance their overall shopping experience.

Whether they're browsing on your website, from the comfort of their home or visiting your store in-person, they will enjoy a seamless payment experience that's fast, secure and completely hassle-free.

How?

Omnichannel payments

A single point of connection, integrating and managing different payment methods, including credit cards, digital wallets, bank transfers, and Alternative Payment Methods (APMs) like Buy Now, Pay Later (BNPL) providers across all the channels including in-store and online commerce.

Instead of dealing with disparate systems and interfaces, businesses benefit from a single point of integration and management. This simplifies the process of adding, configuring, and maintaining various payment options, ultimately saving time and resources to provide valuable insights into your customers' purchasing behaviour across different channels.

Synthesis value proposition

Embark on your Omnichannel Payments Journey

At Synthesis, we specialise in providing expert consulting services to assist you in making informed decisions regarding the optimisation of your payment processes, laying down a future fit payment architecture and re-inventing your payment strategy.

Our consulting services are designed to help businesses navigate the complexities of payment management by offering tailored solutions that align with their specific needs and objectives. Whether you are considering building a custom payment solution or evaluating existing platforms for purchase, our team of experts is dedicated to guiding you through the process.
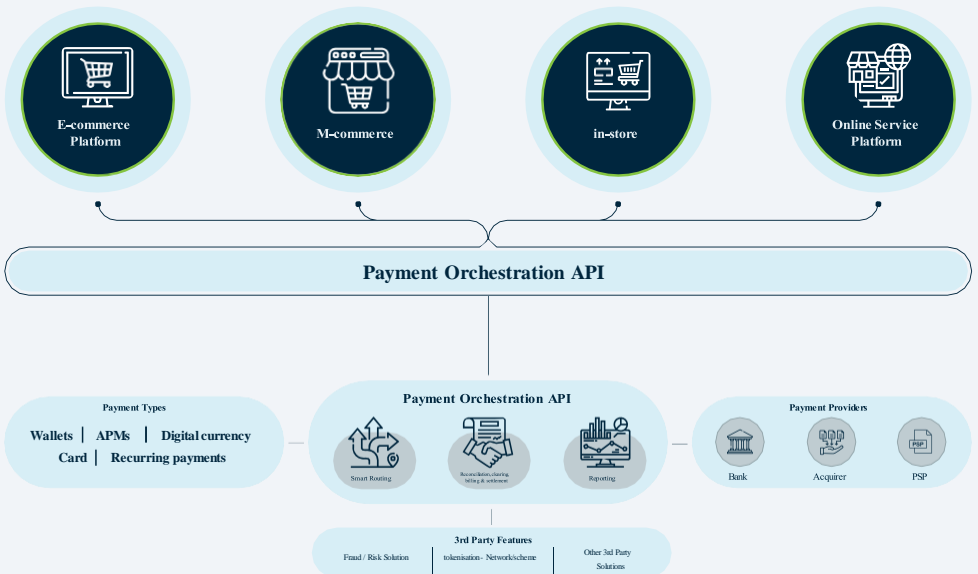
Benefits

- One system, endless possibilities: Manage all your payments in one place - online, in-store, or on the go.

- Customer freedom with flexible payment methods: customers the freedom to choose: Pay with convenience using credit cards, digital wallets, bank transfers, and more.

- Unified Customer Experience: Deliver a consistent, convenient checkout across all channels and increase satisfaction & loyalty.

- Enhanced Security: Protect your business and customers with robust security features and ensure secure & compliant transactions.

- Increase revenue and reduce cost: Optimise transaction success rates by dynamically routing payments to the most suitable payment service provider and acquirer based on factors such as value, currency and success rate.

- Reduced downtime: Switch volumes without downtime by use of multiple acquiring.

- Increased approval rate: Smart retries on declines due to network/system failures.

- Enhanced operational efficiency: Automates reconciliation processes by seamlessly integrating data from diverse channels and systems.

- Real-Time Insights: Gain valuable data to make informed decisions and drive growth.

- Scalability & Growth: Future-proof your business with a scalable solution and adapt easily to new markets & opportunities.

- Global Reach: Expand globally with seamless integration, simplified compliance, and optimised currency conversion.

- Say goodbye to payment headaches. Easy setup and management for a seamless experience.

Use cases

- Queue Busting: Reduce waiting times by processing payments anywhere in the store equipping all floor staff with mobile POS to serve as sales agents; reducing fixed lanes and improving the overall customer experience.

- Self-checkout Kiosks: Empower customers with self-service options by integrating payment processing with self-checkout kiosks. This reduces wait times and provides a faster and more convenient checkout experience.

- Endless Aisles: Allows your customer to explore and order a wider variety of items directly from a store, even if they're not in stock or available on the physical shelves. It's like having a virtual extension of your store at customer's fingertips.

- Click and Collect: Allows your customer to order items online and grab them conveniently at your local store.

- Webrooming 2.0 with instant returns: Empowering your customers to research and purchase products online and experience and pick-up in store, with the facility to return and get instant refund from store. It combines the convenience of online shopping with the benefits of in-store experience.

- Curbside Pickup: Allow customers to order online and pick up purchases without leaving their vehicles.

- Cross-Channel Returns: Allow customers to return items purchased online in-store and vice versa.

- International Expansion: Support multiple currencies and payment methods for global customers.

This diagram shows the architecture of a possible Payment Orchestration Platform. Specific implementation of payment orchestration might look different.

Who Can Benefit from Omnichannel Payments Solutions?

Multi-branded, multi-channel Retailers

• E-commerce providers: It allows them to offer a wide range of payment methods to online customers, optimise conversion rates, manage cross-border payments and provide a seamless checkout experience across different online channels.

• Marketplaces: Online marketplaces that connect buyers and sellers - such as E-commerce platforms, peer-to-peer marketplaces, and gig economy platforms to leverage payment orchestration to manage the complexities of their payments.

• PSP: Quick onboarding of merchants to support wide variety of payment options.

• Travel hospitality: As travel businesses are characteristically international, orchestration can enable the acceptance of payments in multiple currencies from consumers in different markets. It handles refunds and cancellations and ensures PCI compliance for secure transactions.

• Global Insurers

Increase sales, improve satisfaction, and simplify your business.

Find out more about our various use cases to create a seamless experience for your customers