

**E-COMMERCE ONE TO ONE**

20 - 22 March 2018

Grimaldi Forum

**Payline @E-Commerce One to One 2018**

**On-line or in-store, payment has never been so easy thanks  
to Payline by Monext!  
*Payline Shortcut & Wallet***

**When on-line payments draw inspiration from the in-store pathway ...**

Following on from one-click payment, one-click ordering is now here with Payline Shortcut

The length of the purchase funnel remains the main reason why purchases are abandoned: confirming the basket, creating a customer account: last name, first name, address, telephone number, selecting a delivery method, entering payment details and, lastly...confirming.

All these steps discourage consumers who are increasingly in a hurry.

One of the ways of developing the conversion rate is therefore to **reduce the number of "clicks" required to finalise the purchase**. To go one step further than one-click payment: Payline Shortcut is part of the basket confirmation page and is used to finalise the order in one click. Without creating a customer account. Without entering card details. Without running the risk of fraud.

The customer logs in and simply confirms the payment and...that's all!

Payment details and personal data are already saved (name, delivery address, etc.), the number of steps prior to finalising the order is therefore cut to the bare essentials: **only one click from the basket to order confirmation!**

**...and when stores get digital**

The Merchant Wallet by Monext

A tool of the booming "omni-channel" approach, the Monext Merchant Wallet is part of brand digitisation strategies: the speed of reaching the checkout and of payment (NFC, QR code) and the integration of loyalty-building tools (coupons, tickets, loyalty cards, etc.) to allow merchants to focus on their customer relations.

Monext offers this in a personalised payment App which is easy to integrate.

Monext will hold an [expert workshop](#): “mobile payments restart the wallets war!” on **Tuesday 20 March at 5.00 p.m.**

*It's "war"! New wallets are flourishing every day, enough to make consumers dizzy!*

*An expert workshop to help you choose the right wallets to shorten your on-line shopping funnel ... and enrich your in-store pathways with a digital experience. With Eric Laurain, Head of International Payments at Kiabi, who will discuss his experience of mobile payments!*

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**About MONEXT**

MONEXT is a **major player in the payment market in France and Europe.**

We support more than 150 financial institutions and 7500 merchants with innovative services covering the entire electronic payment chain in line with changing regulatory requirements. We develop solutions with increasing levels of security to anticipate all new uses. This is our contribution to our clients' development: omnichannel payment, financial flow optimisation, loans, card processing, combatting fraud, etc., anywhere and on all devices.

For further information: [monext](#) [payline](#) [tweest](#)