

E-COMMERCE ONE TO ONE

From 19 to 21 March 2019
Grimaldi Forum

Monext @ E-Commerce One to One 2019

“U PAIEMENT” : the augmented commerce revolution

From 19 to 21 March, Monext will be in Monaco to showcase its latest innovations for pure players and retailers alike.

As commerce is now borderless, brands are facing a major challenge: to create unique pathways that allow customers to move easily between digital commerce and physical stores.

Through an augmented commerce approach, Monext brings together the best of both worlds and removes the notion of purchase channels, thanks in particular to merchant wallets.

The wallet, an omnichannel weapon by Monext

In an ultra-connected world demanding immediacy, brands must meet the needs of customers who are increasingly in a hurry.

Here is the **particularly crucial step: the physical check-out** (or on-line check-out).

It is undeniably the step in the purchase pathway that creates the most customer dissatisfaction: with waiting times that are too long, the excessive number of steps or the complexity of the purchase funnel, there are many reasons why customers who are used to instant mobile responses may get discouraged.

Monext supports merchants through solutions designed to **optimise the purchase pathway and smooth the check-out experience**, with initiatives such as “one-click” payment and short-cut pathways for the digital aspect of commerce. We also provide comprehensive solutions for all channels, through the merchant wallet.

The Monext merchant wallet is a comprehensive and dynamic solution which fits perfectly in each brand’s pathway and meets both digital and in-store requirements.

U has done it: feedback on the launch of “U Paiement”

Monext has developed the U brand’s wallet, “U Paiement”, which goes beyond the simple mobile payment solutions used today. The application allows the brand to meet customers’ needs for simplicity and the merchant’s need for a seamless experience while complying with security requirements: with an “all in one” wallet, the customer now pays for items **in one step instead of four**.

At the check-out, the **application recovers all the necessary data on the basket and the loyalty programme** and instantly generates a QR code: customers simply have to approve the payment on their Smartphones.

This comprehensive solution reflects the brand’s conviction to make payments a lever to stimulate loyal customers and a source of profit for the merchant. Its scalability provides great prospects.

Emilie Tison, Director of Financial Services at U, will share feedback and initial results during a Monext expert workshop: **“U Paiement revolutionises the check-out experience!” on Wednesday 20 March at 2 p.m.**

A single step instead of four, guaranteed payments and unlimited scalability to serve innovative pathways.

Didier Brouat, CCO of Monext, will co-host the workshop and present the wallet, for augmented commerce.

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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 800 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.

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