

PiP iT

pay in person



PiP iT's unique payment system means that everyone can now shop online and pay for their purchases safely and securely.



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The Power of PiP iT

Open your business to new customers and let everyone shop on your website by taking CASH as well as card payments.

Installing PiP iT onto your website takes minutes:

- No upfront fees
- No monthly fees
- No minimum term contract – roll on, roll off
- 90 second install
- 1 click uninstall – no exit fees
- No account set up for customers, click and pay
- No fraud risk
- No charge backs
- Payment in any Post Office in UK and Ireland
- What are you waiting for?

Over 5 million people in the UK and Ireland don't have debit or credit cards. But they do have cash. Now you can turn those 5 million browsers into buyers by offering them the option to pay for their purchases from your site over-the-counter with cash at any UK or Irish Post Office.

With over 12,500 Post Offices, PiP iT's electronic cash collection network effectively gives you a till in every town.

Integration of PiP iT with your website is a quick and straightforward process using either our API or through shopping cart plugins.

PiP iT for your Customers

Shoppers want choice, convenience and – above all - security when it comes to making payments.

Offering PiP iT alongside your current payment methods will give your customers the choice of a full range of payment options – just like they have in any high street store.

Enabling PiP gives your customers access to a traditional and widespread payment method – a way to pay that they already understand. Every year millions of bill payments are made at UK and Irish Post Offices. Now that same secure and convenient payment method can be offered to your customers.

PiP for Merchants

PiP completes and complements your payment options, giving you the opportunity to open your doors to a new and underserved market.

Simplicity and ease of use for both you and your customers and the ability to accept cash payments will help to increase your online conversions.

And you can safeguard against lost sales by offering PiP iT to your customers in the event of card declines.

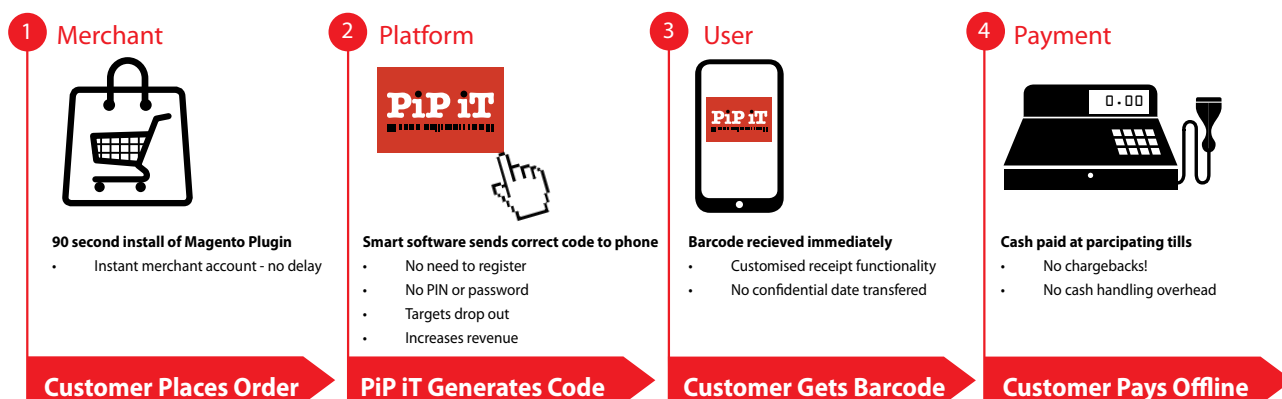
PiP iT offers merchants the flexibility to accept cash payments across a range channels:

- Online shopping
- TV, Social Media and In-Ad shopping
- Billing and recurring billing
- MOTO shopping
- Electronic cash collection and pay out
- PiP iT's digital cash collection network settles directly to your bank taking care of cash handling requirements for you.
- Refunds
- PiP iT's unique PayOut service through UK Post Offices gives you a full 360 solution allowing you to easily reverse transactions and issue refunds or payments to your customers.

How it Works

- A customer selects a product as normal on your website.
- At checkout they are given the option to use 'PiP iT' as their payment method. This automatically generates a barcode which is sent to their mobile phone or can be printed out.
- You then reserve your customer's order for a set period of time to allow them to call in to any Post Office in the UK or Ireland, where the barcode is scanned at the counter and the payment is made in cash.
- PiP iT notifies you that payment has been received and you fulfil the order.
- For your existing and new customers the shopping process hasn't changed, you've just given them more ways to pay.

PiP iT allows your customers to pay for their online purchases in cash at over 15,000 Post Office counters in the UK and Ireland, and eliminates any risk of compromising their personal information.



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