

PIP iT
pay in person



Cash Payments for eCommerce

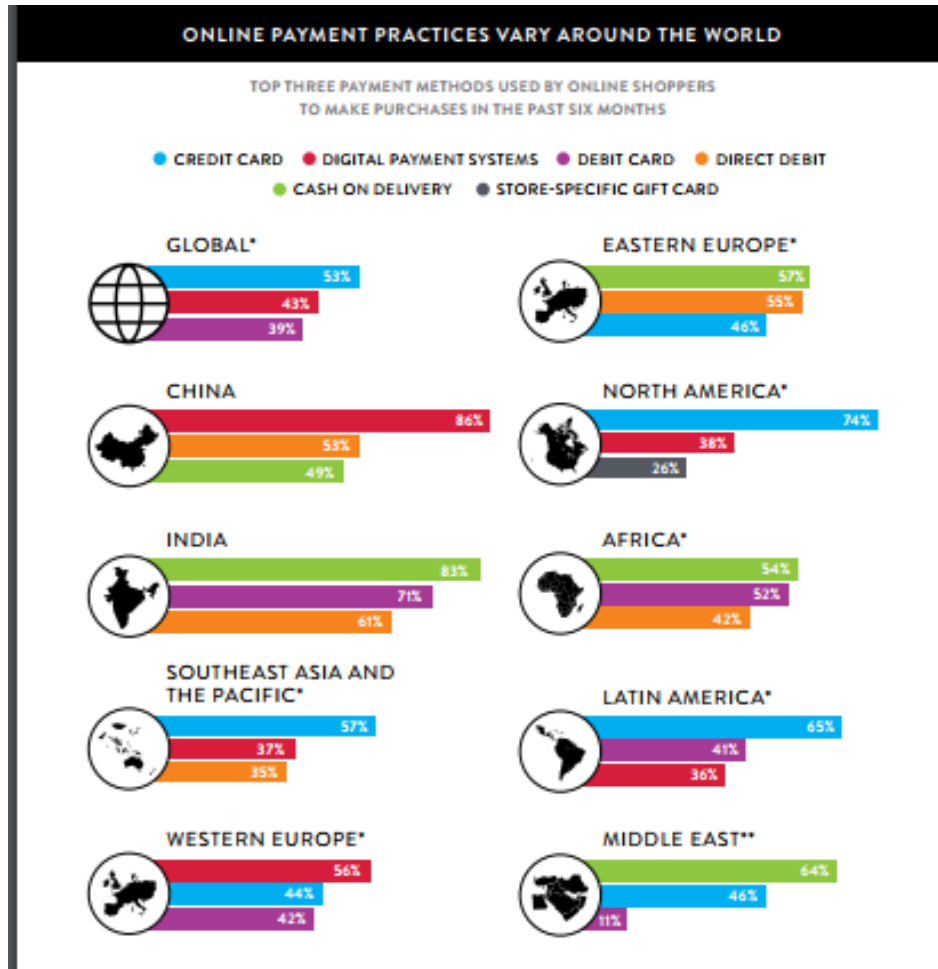
Alternative Payments



Globally, 5% of payments for internet shopping are 'cash on delivery' or COD.

With the total ecommerce market worth \$1.9T in 2016, this is a cash market with a value of \$95B.

Where COD is King



In Africa, Eastern Europe, India, China and the Middle East (COD) is a key payment option, not an ‘alternative’ one.

For Africa, India, Middle East and Eastern Europe, COD is the most popular method of payment for online orders.

<https://www.nielsen.com/content/dam/niensglobal/jp/docs/report/2016/Nielsen-Global-Connected-Commerce-Report-January-2016>

Why is Cash so Popular?



There are a number of reasons cash is so popular in these regions:

1. Low access to banking facilities
2. Low access to debit/credit card facilities
3. Fraud concerns
4. Privacy concerns

Risk for the Merchant



There are a lot of risks inherent in COD – all of which are borne by the merchant:

1. No one available when the delivery is made. Has to be returned.
2. Someone available for delivery but doesn't have the funds to pay
3. Delivery person is robbed.

In a card payment situation, there is a high risk of fraud, which is again borne by the merchant

PiP iT Solution



PiP iT is a pre-paid cash solution that solves all of these problems for both the merchant and the customer.

The customer receives a bar code to their phone for their order.

The bar code can be paid at a PiP iT collection agent, in cash.

As the merchant is paid in advance, there is no risk.

There are no 'charge backs' so no fraud risk for the merchant.

The customer does not need a bank account, debit/credit card and there is no risk of fraud. PiP iT bar codes have no inherent value. They can only be paid, not cashed.

Integration



PiP iT has an easy install payment module to work with websites.

This integrates with the sites current payment reporting, but merchants also get a dedicated PiP iT dashboard.

Fees



PiP iT charges 5% per transaction.

This is inclusive of collection agent fees.

Contact



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