

## **Paybox Mail**

### **Manage your transactional emails**

#### **PAYBOX/POINT TRANSACTION SYSTEMS**

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## 1. General presentation of the service

PAYBOX Mail is offered to 2 types of actors:

**Merchants** who currently have an e-commerce website or who don't have a website and would like to offer customers and prospect an easy and secure solution to pay online with bank cards.

**PAYBOX Mail** enables a merchant, a company or an organisation to offer their prospects, customers or members to take advantage of a promotional offer, to confirm a reservation, to make a gift, to renew membership or make a down payment.

To **Web agencies, direct marketing companies, website builders** who would like to expand their offer with an email tool with an integrated secure payment service, easy to setup and with low operation costs.

**PAYBOX Mail** allows these parties to work on this new medium and monetize their graphical skills for creating templates and design.

### Description of the service:

The service **PAYBOX Mail** in combination with the rich functionality of the back office of the **PAYBOX SYSTEM** allow you to :

- Create and manage templates (text, simplified HTML or HTML)
- Manage your customers,
- Create an email to one single customer or create an email to a list of customers,
- Manage your payments,
- Managed deferred payments (if you are using this functionality)
- Automatic reminders for not yet executed payments
- Cancel or refund a payment
- Possibility to cancel or refund (partial or completely)
- Manual entry of payments received by telephone or by mail order (MO/TO)

- Access to statistics
- Access to history
- Support for multiple languages

**PAYBOX Mail** support the use of the following bank cards:

- Visa,
- Mastercard,
- Maestro
- Bancontact MisterCash (option)
- American-Express, (option)
- Diners-Club, (option)
- Aurore Cetelem, (option)
- Wexpay

## 2. Mission of PAYBOX

**PAYBOX**, as an operator of a secure payment platform and specialised in the security of payment transactions with bank payment cards and private label cards in e-commerce websites and in the distance selling business, has developed based on its previous experience a new payment tool « **PAYBOX Mail** », **a tools that allows you to manage your email payments.**

Due to the general and wide adoption of internet, the use of electronic communication like email is still one of the most used services on the internet and still growing.

As a result email-marketing has become an important way of recruiting and maintaining the customer base, while conversion rates have still been weak.

With the conclusion in mind, **PAYBOX** has decided to develop this new payment tool to help merchant sell their products and services using a powerful, easy-to-use and not expensive solution.

**PAYBOX Mail**, PAYBOX Mail enables a merchant, a company or an organisation to offer their prospects, customers or members to take advantage of a promotional offer, to confirm a reservation, to make a gift, to renew membership or make a down payment.

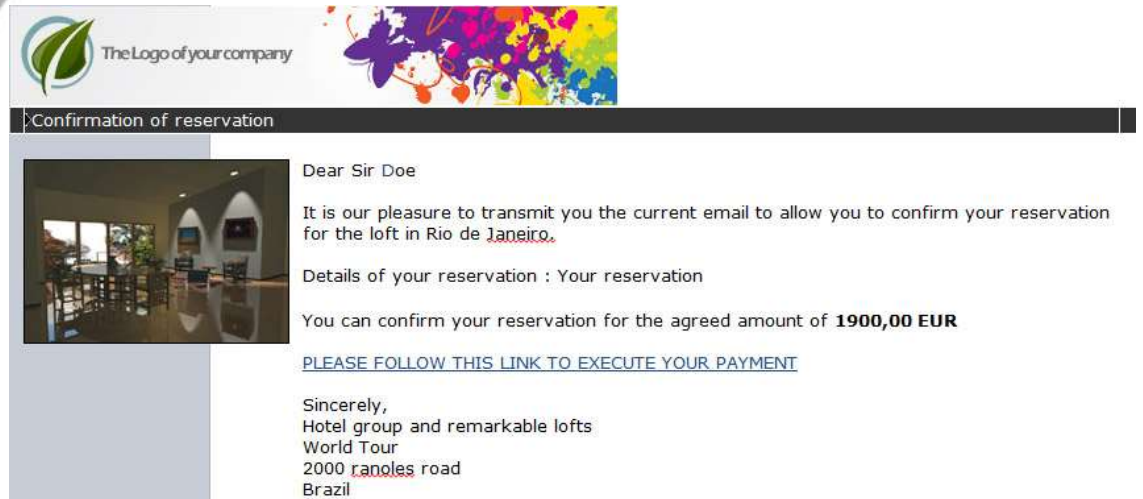
Some examples of the usage of the service:

- Send an offer with a request for down payment
- Confirmation of a reservation (hotel, stay, rent, ...)
- Promotional sale
- Fundraising
- Renewal of membership or subscription
- Participation fee to an event
- Reminder for overdue, or payment of an invoice

## **3. Installation**

### **3.1 How it works?**

Your customer or prospect customer receives an email message that can be one of three types : HTML, simplified HTML or text, within the message body a link to a secure payment page like the example give :



The image shows a confirmation of reservation email template. At the top left is a logo with a green leaf and the text "The Logo of your company". To the right is a colorful abstract graphic. Below the logo is a dark bar with the text "Confirmation of reservation". The main content area features a placeholder image of a modern interior on the left. To the right of the image, the text reads: "Dear Sir Doe", "It is our pleasure to transmit you the current email to allow you to confirm your reservation for the loft in Rio de Janeiro.", "Details of your reservation : Your reservation", and "You can confirm your reservation for the agreed amount of **1900,00 EUR**". A blue link is provided: "PLEASE FOLLOW THIS LINK TO EXECUTE YOUR PAYMENT". The email concludes with a signature: "Sincerely, Hotel group and remarkable lofts World Tour 2000 r.anoles road Brazil".

When the customer clicks on the URL he is redirected to page where he is asked to confirm or fill in some details like name and address details (if you have not yet provided such information).

After the confirmation or completion of the form he is redirected to a secure payment page that uses SSL 128 bit encryption. The page that is displayed is just an example, you can customise your own page with your logo and back-ground, etc..



The image shows a payment page for a 1900.00 EUR transaction. The page title is "Payment of 1900.00 EUR" and it includes a test message: "TEST TEST PAYBOX MAIL". The payment form contains fields for "Card number", "Expiry date (MM/YY)", and "Cryptogram: the last 3 digits on the back of your card (?)". There are "CANCEL" and "VALIDATE" buttons. The page features logos for MasterCard, VISA, and e:BLEUE on the left, and the paybox logo on the right. Below the form are flags for France, UK, Germany, and Spain. At the bottom, there is a note: "Indicative amount of your purchase in foreign currency. Rates last updated on 14/04/2013" followed by a list of currency conversion rates for EUR, CHF, USD, JPY, CNY, GBP, and CAD.

The customer can confirm the payment and pay the amount that is due immediately and this allows for an increased conversion rate and also improves impulse buying without the need for a special website.

## 3.2 Description of the features

You have a number of tools that support you to create and customise transaction emails with easy and efficiency.

The user management module allows creating users and assigning roles:

### USERS

---

Create a new user

---

|                         |                          |
|-------------------------|--------------------------|
| Name and Firstname      | <input type="text"/>     |
| Login                   | <input type="text"/>     |
| Password                | <input type="password"/> |
| Password (verification) | <input type="password"/> |
| Email address           | <input type="text"/>     |

---

Rights of the user



















|                            |                          |
|----------------------------|--------------------------|
| Administrator (all rights) | <input type="checkbox"/> |
| Create a customer          | <input type="checkbox"/> |
| Modify a customer          | <input type="checkbox"/> |
| Delete a customer          | <input type="checkbox"/> |
| Create / Modify a payment  | <input type="checkbox"/> |
| Archive a payment          | <input type="checkbox"/> |
| Access to the archive      | <input type="checkbox"/> |
| Create/Modify a template   | <input type="checkbox"/> |

Create a new email template or edit existing templates:

### EMAIL TEMPLATES

**Email templates**  
Create a new email template > Title:

**Existing email templates**

| Name of the template            | Type of email   | Options   |
|---------------------------------|-----------------|---|
| Bevestiging van reservatie - NL | HTML            |    |
| Commerciële actie - NL          | Simplified HTML |    |
| Confirmation reservation - EN   | HTML            |    |
| Payment reminder - EN           | Text            |    |
| Rappel de paiement - FR         | Text            |    |
| Special offer - EN              | Simplified HTML |    |

**Email templates**  
Create a new email template > Title:


Manager your customers:

### CUSTOMERS

**Search a customer**

Search in  Companies  Names  Emails

All customers [xls](#) [csv](#)  Customers from 1 to 2 of 2

| Company name                            | Name and Firstname | Email              | Options   |
|---|--------------------|--------------------|---|
| <input type="checkbox"/> Double Duty SA | Leplae Ron         | info@2duty.com     |    |
| <input type="checkbox"/>                | Leplae Ron         | maatje40@yahoo.com |    |

All customers [xls](#) [csv](#)  Customers from 1 to 2 of 2



Create a new payment including automatic payment reminders

**NEW EMAIL**

**Entry of email**

Email template

Reference

Description

Amount  ,  EUR

Payment in installments  
(click to change the amount)

Attachment    
(Max 2 Mb)

Expiry date (dd/mm/yyyy)  /  /

Reminder 1

Reminder 2

Reminder 3

Reminder 4

Send an invoice

Manage your list of transmitted emails (history) :

**LIST OF EMAILS**

0 emails

List of open emails  Invoices Email from 1 to 6 of 6

| Customer           | Creation date    | Reference | Amount      | To be paid  | Email                    | Options |
|--------------------|------------------|-----------|-------------|-------------|--------------------------|---------|
| maatje40@yahoo.com | 14/04/2013 17:33 | LOF-45    | 1900,00 EUR | 1900,00 EUR | Sent on 14/04/2013 17:33 |         |
| maatje40@yahoo.com | 14/04/2013 17:31 | LOFT-55   | 2900,00 EUR | 2900,00 EUR | Sent on 14/04/2013 17:31 |         |
| maatje40@yahoo.com | 14/04/2013 17:27 | RIO-098   | 2700,00 EUR | 2700,00 EUR | Sent on 14/04/2013 17:27 |         |
| maatje40@yahoo.com | 14/04/2013 14:40 | ro-01     | 1200,00 EUR | 1200,00 EUR | Sent on 14/04/2013 14:40 |         |
| maatje40@yahoo.com | 14/04/2013 14:34 | flash01   | 50,00 EUR   | 50,00 EUR   | Sent on 14/04/2013 14:34 |         |
| info@2duty.com     | 14/04/2013 14:33 | 0256      | 60,00 EUR   | 60,00 EUR   | Sent on 14/04/2013 14:33 |         |

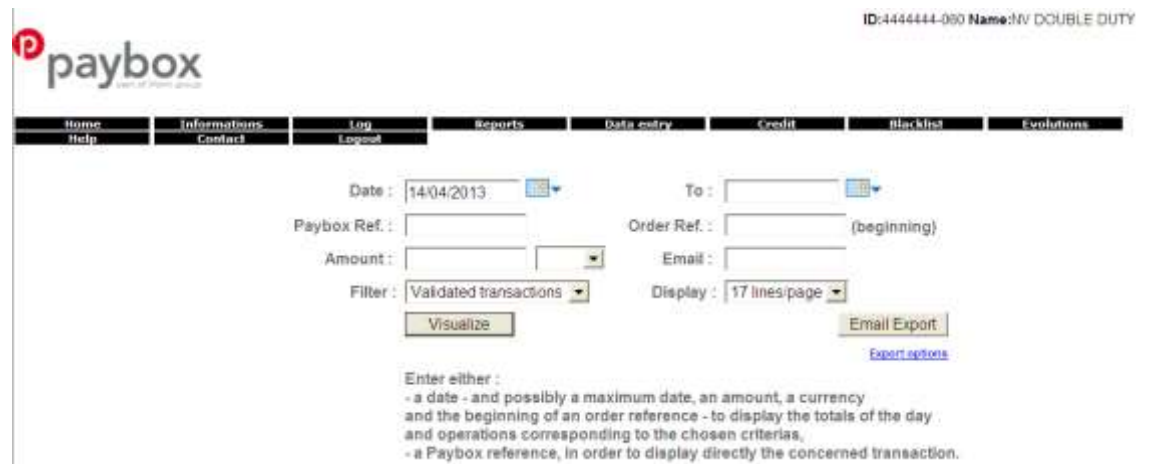
List of open emails Email from 1 to 6 of 6


## Back Office

With **PAYBOX Mail** you get access to the powerful and specially designed Back-Office that has already proven it's duty within PAYBOX SYSTEM for e-commerce merchants. This Back-Office is based on a long experience and offers a wide range of various functions :

- Manual entry of transactions for debit
- Manual entry of transactions for credit
- Refund or cancel a previous payment
- Look up or print payment details for the last 12 months
- Statics and overview of the payments
- Manage your own black-list
- Manual submission to the bank for clearing

ID:444444-090 Name:WV DOUBLE DUTY





[Home Help](#) | [Informations Contact](#) | [Log Logout](#) | [Reports](#) | [Data entry](#) | [Credit](#) | [Blacklist](#) | [Evolutions](#)

Date : 14/04/2013   To :    
 Paybox Ref. :  Order Ref. :  (beginning)  
 Amount :   Email :   
 Filter : Validated transactions  Display : 17 lines/page   
  [Expert options](#)

Enter either :  
 - a date - and possibly a maximum date, an amount, a currency  
 and the beginning of an order reference - to display the totals of the day  
 and operations corresponding to the chosen criterias,  
 - a Paybox reference, in order to display directly the concerned transaction.

## 4. Commercial Offer (pricelist 2013)

### 4.1. Activation costs per Merchant

The activation costs per merchant for **PAYBOX Mail** are a one-time fee of **170 Euro excl. VAT**.

To be able to use the service of Paybox MAIL you need to have a merchant account with an acquirer. Paybox can help you with the procedure to obtain such an agreement.

**PAYBOX Mail** is acquirer and bank independent and can as such be used in combination with all banks and acquirer with whom PAYBOX has a collaboration agreement.

### 4.2. The cost of the service

#### 4.2.1 The monthly subscription fee

There is a monthly subscription fee of **25,00 Euro excl. VAT**. This subscription includes **PAYBOX Mail** as well as the secure payment service and access to the Back-Office. Up to 100 email message and 100 payment transactions are included in the monthly subscription fee. (The not used emails and transactions cannot be transferred to the next month).

#### 4.2.2 The cost of a payment

The number of transactions above the first 100 monthly included are billed at **0,11 Euro excl. VAT**

#### 4.2.3 The cost of a mailing

The price for a band of 100 e-mail messages above the first 100 messages included in the monthly fee is billed at **1,11 Euro excl. VAT**.

#### 4.2.4 Option for private label cards

If the option for private label cards needs to be activated (e.g. Bancontact/ MisterCash, American Express, Diner's Club, JCB CARD and Aurore) then an additional monthly fee of **10,00 Euro excl. VAT** will be billed. .



**For any additional commercial information, please contact:**

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