

Verkkopankki

Offer the most popular alternative payment method in Finland

Finland is unique from a payment perspective because Finnish consumers prefer online bank payments to any other payment method. In 2014 89% of Finns had access to internet broadband. In three years the Finnish e-commerce market has increased by almost a fifth and grew by 8.7% in 2013, meaning that Finnish consumers bought online goods and services worth 10.5 billion EUR (or an average of 1,900 EUR in 2013, whereas the European average is 1,600 EUR).

Among the strongest growing product categories are alcohol, medicines and pay - TV services. Computer and console games were also very popular, as they saw their sales rise by more than 60%. Sales of movie and music downloads grew by nearly 40%.

✓ By integrating the Finnish online banking real-time bank transfer method, merchants offer the most popular alternative payment method in Finland

✓ By offering Finnish online banking, every Finnish consumer with a Finnish bank account can make payments online

✓ Fraud risk is low since the consumer logs directly into the bank's online system and Finnish banks use TAN for additional security

Product Description

Bank Transfer

Product Process

Upon purchase, funds are directly debited from the consumer's bank account.

Countries Supported

Finland

Merchant Advantages

- Provides an additional real-time online payment acceptance method to convenience consumers with no risk of chargeback for the merchant.
- Increases sales by offering a local trusted payment solution that is offered by the Finnish banks.
- Provides merchants with access to a market segment with limited credit card usage.
- Excellent alternative payment solution for declined card transactions and blocked customers.
- Consumer support in local languages is included.

Consumer Advantages

- Clients of the bank are automatically enrolled and do not need to register. They simply select Verkkopankki as their payment method and approve the payment.
- Provides a trusted and familiar local payment method that is supported by the consumer's own bank.
- Convenient, reliable, and simple transaction process.
- Offers access to more products and services.
- No credit or debit card needed.
- Local support in native language.
- Local currency settlement.