

Revolutionising Payment Inclusion: Optty's Approach to Empowering the Entire Value Chain

In the ever-evolving landscape of the payments industry, a seismic shift is underway, one that emphasises the vital role of payment inclusion in bolstering every element of the value chain. This revolution is not just about technological innovation; it's a shift in philosophy, recognizing the importance of inclusivity in financial transactions for both businesses and consumers. Leading this charge is Optty, a company that has positioned itself as a champion of customer-centric payment solutions.

Payment inclusion, at its core, is about ensuring that everyone, regardless of their location, economic status, or technical prowess, has access to convenient and secure payment options. In a world where digital transactions are rapidly overtaking traditional methods, the risk of financial exclusion grows for those not adept or equipped to participate in this digital shift. This is where Optty's philosophy shines, ensuring that payment systems are not just advanced but also accessible and intuitive.

The role Gateway's play in enabling payments inclusion seamlessly:

Optty understands that the journey towards inclusive payments begins at the gateway—the initial point where payment enablement occurs. This is crucial because the gateway is where the customer's experience with payment starts, and setting a tone of inclusivity and choice here has ripple effects throughout the entire transaction process. By prioritising a diverse range of payment options at the gateway, Optty ensures that no customer is left behind, whether they prefer traditional credit card transactions, buy now pay later or instalment payments, e-wallets, account to account or even emerging payment methods like cryptocurrencies.

The complexities of payments integration are felt at every stage, from gateway to merchant and “payment integration amnesia” sets up; disabling the ability to know which payment method is the right one, for gateway adoption, merchant adoption and consumer adoption alike. Optty is the technology designed to de-risk this, offering a single true API and continuous new payment methods with zero code and therefore immediate adoption.

Furthermore, Optty's approach goes beyond just offering a variety of payment methods. The company emphasises the importance of a seamless and intuitive user experience, recognizing that the best technology is that which can be used effortlessly by everyone. This focus on user experience is a critical component of payment inclusion, as it helps to lower the barriers to entry for less tech-savvy users or those new to digital payments, with merchants being the main beneficiaries of the experience and consumers the ultimate winners.

Removing personal (merchant) preferences and giving consumers the power:

In the business realm, Optty's inclusive approach translates into broader market reach and increased sales opportunities for merchants. By catering to a wider array of customer preferences, businesses can tap into new customer segments and improve conversion rates. This is especially crucial in a globalised economy, where consumers from diverse backgrounds and with varying payment preferences engage in e-commerce and where local payments drive trust. Merchants have traditionally not met their customer needs in cross border commerce, payments being a key factor in brand trust and loyalty. And throughout the smorgasbord of payment choice; merchants often find themselves making their own projection a deciding factor in offering a checkout experience that is inclusive.

Moreover, Optty's philosophy of inclusion extends to data security and privacy. Recognising the diverse concerns and regulations across different regions, Optty ensures that its payment solutions are not just inclusive but also secure and compliant with local and international standards, and prides itself on not capturing any customer data, while performing the payments process with precision. This holistic approach to inclusion – encompassing accessibility, choice, user experience, and security – positions Optty as a true crusader for the customer.

In conclusion, the revolution in the payments industry towards greater inclusion is not just a trend but a necessary evolution. Companies like Optty are leading the way, demonstrating that true innovation in payments is about empowering every participant in the value chain. By starting this empowerment at the payment gateway and prioritising choice, accessibility, and security, Optty is setting a standard for what the future of inclusive payments should look like.