

paysafecard allows companies to reach out to new target groups

“Cash for the Internet” enables everyone to pay online



With yet further expansion and launches in such markets as Australia, Lithuania, Peru and Uruguay, the market leading cash-based product paysafecard continues to enable thousands of companies globally to address and attract new customer segments such as consumers who do not have access to a credit card, or who do not feel safe in using it online.

The idea behind paysafecard is simple: Through its prepaid products, the company wishes to enable everyone to be able to make secure payments online. paysafecard launched in the year 2000 and was a new concept of online payment and the only prepaid product of its kind in Europe – a cash voucher solution for purchasing digital goods on the Internet, without any link to a bank account. In recent years, the Vienna-based company has successfully widened its global footprint, with paysafecard currently available in 39 countries worldwide.

Given its inherent prepaid nature, companies accepting paysafecard as a payment method, such as gaming operators and online shops, are completely protected against chargebacks, thus paysafecard is a completely failsafe payment method for both online partners and end customers. The implementation of paysafecard is very easy and all transactions are processed on paysafecard’s own in-house platform.

Customers can purchase paysafecard vouchers at more than 450,000 physical retail outlets worldwide. To make a payment at a respective website, the customer simply selects paysafecard as their payment option and enters the unique 16 digit PIN from the paysafecard voucher.

paysafecard is fully customised for mobile devices. The paysafecard app, available on Android, Blackberry and iOS, is one of the first apps that uses augmented reality for the Integrated Store Locator, where customers can locate the nearest outlet to purchase paysafecard. The app also offers many other innovative features including access to the unique online account “my paysafecard”. “my paysafecard” allows users to manage their purchased PINs and balance via a single online account. The account provides users an overview of their current balance and past transactions, as well as allowing them to pay online simply and easily with only a username and password.

To support end customers as well as online partners, paysafecard provides 24-hour local customer service in every country. Customers can contact the company via email, telephone, chat, Twitter and Facebook. paysafecard’s Facebook page supports 6 languages and is very popular with 930,000 fans worldwide.

68 million payment transactions were made using paysafecard products in 2013 - a record result for paysafecard and a 23% year-on-year increase. The completion of the company takeover by Skrill, one of the leading digital payment providers, in 2013, will provide even more advantages to users and, enable even greater growth for the company in the future.

In March 2014, 14 years after he co-founded paysafecard, the former CEO Michael Mueller decided to leave the company. The company is now lead by Udo Mueller. Udo has been with paysafecard since 2000, joining the board in 2006. His objective as CEO is to strengthen the company's growth in existing markets, to open new markets, and to expand the retail network and availability of paysafecard globally.

Find more information here: www.paysafecard.com