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There are currently 7 (seven), bank card payment channels — each facilitating multi-billion annual volumes:

FACE-TO-FACE:

- ☒ 1. Customer initiates payment via HAND — merchant accepts payment MANUALLY (*real-time*)
- e.g., Starbucks customer gives her/his card to the cashier.. The cashier manually swipes the card. (aka. standard “card swipe”)

INTERNET:

- ☒ 2. Merchant APP/WEB initiates payment request via EMAIL — merchant accepts payments AUTOMATICALLY (*multi-stage delays*)
- a.k.a., Standard “Email Invoice”
 - e.g., Customer uses PayPal App. to initiate a request for payment via email. Customer receives the payment request, and follows internet “link” to fulfil the payment request.
- ☒ 3. Customer initiates payment via WEB/APP — merchant accepts payments AUTOMATICALLY (*real-time*)
- a.k.a., Standard “E-Commerce”
 - e.g., Customer visits Amazon.com, and pays online with a credit card.

TELEPHONE:

- ☒ 4. Customer initiates call to merchant via TELEPHONE — merchant accepts payment MANUALLY (*real-time*)
- a.k.a., Standard “Virtual Terminal”
 - e.g., Customer calls Dominos Pizza, pays over the telephone with her/his credit card. (The cashier records the card details manually.)
- ☒ 5. Customer initiates call to merchant via TELEPHONE — merchant accepts payment AUTOMATICALLY via Interactive Voice Response (*real-time*)
- a.k.a., Standard “IVR Payments” (Interactive Voice Response)
 - e.g., Customer calls the gas company billing "hotline", pays over the telephone with her/his credit card. (The IVR server records the card details automatically.)
- ☒ 6. Merchant initiates call to customer via TELEPHONE — merchant accepts payments MANUALLY (*real-time*)
- a.k.a., Standard “Virtual Terminal”
 - e.g., Lawyer calls the client, takes the client’s credit card number of the telephone. (The Lawyer records the card details manually.)

INTERNET + TELEPHONE HYBRID:

- ☒ 7. Merchant APP/WEB initiates payment request via SMS — merchant accepts payments AUTOMATICALLY (*multi-stage delays*)
- a.k.a., Standard “SMS Invoice”
 - e.g., Jane owes 10.00 to John. John uses PayPal App. to send an SMS invoice Jane receives the SMS, and follows internet “link” to fulfil the payment request.
- ☐ 8. Merchant APP/WEB initiates call to customer via TELEPHONE — merchant accepts payment AUTOMATICALLY via Interactive Voice Response (*real-time*)
- a.k.a., New “PAYYAP Payment”
 - e.g., Lawyer uses uses PAYYAP App. to initiate a payment callout. The client receives a call and pays over the telephone with a credit card. (Lawyer does nothing — the IVR server records and processes the the card details securely and automatically.)

The 8th channel does not yet exist. PAYYAP is the first to offer the 8th channel as an API/REST-based gateway service.