



Customer Success Story

Expanding local payment capabilities that leads to increased transaction volume and reduces basket abandonment



Onlineprinters GmbH is one of the largest online printers in Europe. It produces and distributes printed material through their webshop, which is currently available across Europe (Austria, Belgium, Czech Republic, France, Germany, Italy, Luxembourg, Monaco, The Netherlands, Poland, Spain, Switzerland and the UK). Onlineprinters offer products from flyers, post cards, folders, leaflets, posters, stationery, business cards, brochures, catalogs, and marketing tools. Onlineprinters score high customer service points for their user-friendly online shop and speedy delivery.

Challenge

Driven by the company's expansion plans, Onlineprinters needed to offer payment methods necessary to the countries they were expanding to: 13 webshops in 30 countries including France, Spain and the Benelux region. The payment solution had to offer seamless integration with Onlineprinter's existing shop system, WEBSALE and their inventory management system D&G software.

Solution

Onlineprinters found several reasons to choose Computop to be their consolidated payment provider: Computop Paygate offered a prebuilt payment module for WEBSALE, which promised efficient integration and time to market.



” „By adding these local payment methods, we are offering trusted and preferred payments methods that our customers want. In doing this we expect to significantly reduce basket abandonment rates and increase the volume of successful transactions. We're proud to say that we produced over 2 billion printings for 340,000 customers last year.”

Walter Meyer,
Onlineprinters CEO

Additionally, Computop offered an impressive range of payment methods. Onlineprinters initially integrated credit cards and PayPal to accommodate their international reach but more and more customers were demanding their locally preferred payment methods. Onlineprinters integrated iDEAL, an online bank transfer payment method that covers 60% of the Dutch ecommerce market, via Computop Paygate for the Netherlands. iDEAL is an online bank transfer that covers 60% of the dutch ecommerce market. Onlineprinters also integrated giropay via Computop Paygate, an online banking payment solution for Germany and reaches over 35 million Germans from over 1,500 German banks.

Computop Paygate's scalability was impressive. Payment methods and other services were easy to implement. Computop's solutions were not just functional; it was also user-friendly - which reflected on customers' smooth checkout process.

Results

Onlineprinters celebrates 30 years printing experience, 10 years of eCommerce success and a seven year partnership with Computop.

The Computop Paygate's payment platform enabled Onlineprinters to expand to different markets swiftly and smoothly. Computop offered alternative payment methods that were preferred by customers in the regions that Onlineprinters was expanding to. By optimizing the payment methods they were offering at checkout, basket abandonment rates were significantly reduced and transactions have been increasing.

For more information, please visit: www.computop.com

Computop GmbH

T: +49 (0) 951-980-0922
sales@computop.com

Computop Inc.

T: +1 917-543-1630
usa@computop.com

Computop Ltd.

T: +44 (0) 203-755-3435
uk@computop.com

Computop China

T: +852 2918-8295 (HK)
T: +86 21-6468 5053 (SH)
china@computop.com