



### Task

Digital transformation consulting/development

### Industry

Commerce - Sports

### Year

2024

# Online purchase and payment solution development

## Challenge

In our ongoing collaboration since 2021, we have defined UEF's digital transformation along several milestones, starting with the digitization of products and related processes. We were requested to develop a solution that not only enables an easy-to-use sales process, but also results in faster service and a simpler shopping experience than the as-is paper-based process. Office administration reduction and also time and place independency were also among the main requirements. This digitization move is essential to achieve UEF's strategic goals of scaled growth through geographic expansion.

## Task

The digitization of UEF's digital B2B digital product purchasing process was a complex, multi-step process, in which we had to use both our consultancy and development skills. We were tasked with designing and developing a multi-faceted, user-friendly and cost-effective digital solution that included purchase incentives in addition to digital payment solutions.



**4** different payment methods (virtual balance, credit card, bank transfer, cash)



**98%** digital purchase



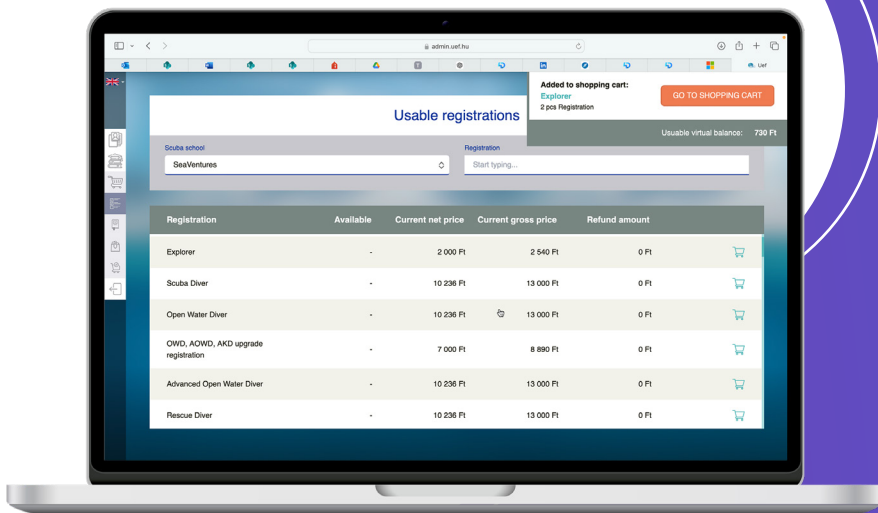
**0** failed transactions



**4** languages



**600** working hours saved



# Solution

The solution development was preceded by assessing business needs and understanding payment processes.

## 1. Identifying the required payment methods based on business needs and requirements

- Cash payment
- Bank transfer
- Occasional - and saved credit card payments
- Prepaid balance top-up and payment

## 2. Developing an online payment strategy

- Selection of third-party providers
- Adapting compliance obligations (legal and security)
- Design of MVP and further iterations

## 3. Implementation

- Create online shopping conditions (manage price lists, development of shopping cart – and discount logics, manage billing accounts)
- Placing purchase incentives in the process
- Automation of ordering and invoicing
- Comprehensive management of payment methods (cash, bank transfer, prepaid balance, one time and saved credit card payments)
- Automation of refunds

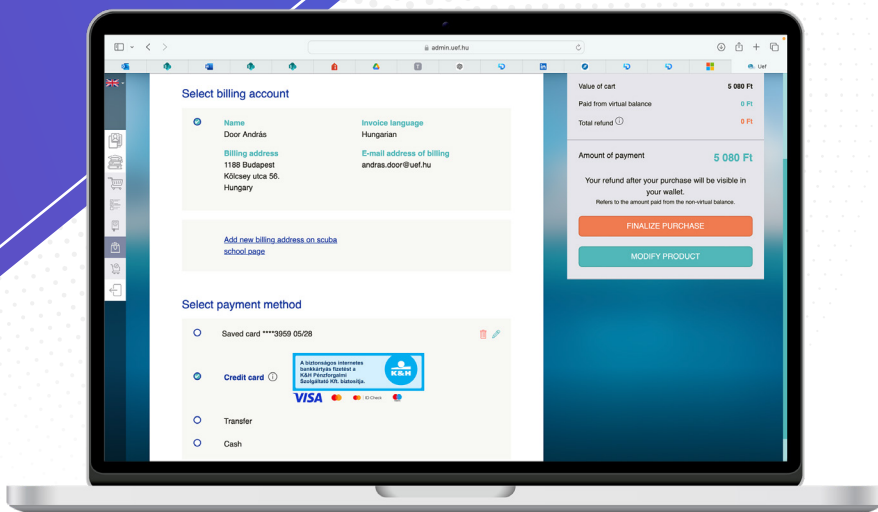
During the four-month planning and development process, we fully designed all digital payment methods. Additionally, we automated the processes of invoice issuance and cancellation, and implemented financial service provider integration, enabling instant refunds. Thanks to this solution, customers can make purchases anytime and anywhere, while payments and invoicing are handled with minimal involvement from office staff. The process is completed with automatic reporting to the tax authority and accounting system.

As a result, human error has been reduced to zero, and the digital sales process can be further scaled in line with business and geographical expansion.

### The development brought numerous benefits to our partner:

- Significant cost savings have been achieved.
- Human resource has been optimized.
- A competitive advantage has been established over other market players.
- Users' digital maturity has increased, providing a foundation for future developments.

**The completed development simultaneously supports most aspects of UEF's operations – ranging from improving operational efficiency and boosting sales support to strengthening the brand.**



K&H Payment Services Ltd.

