

Co-operation Partner:



20 October 2021

Request to pay: will online commerce be the trailblazer?

A presentation of key findings from
the EBA Request to Pay Survey
A supply and demand side dialogue



Overview of the session

Speakers

- Jocelyne Mwilu, PPI (moderator)
- Stefan Hölscher, Otto Group
- Tino Meissner, Deutsche Bank
- Thomas Egner, EBA Secretary General
- Annick Moes, EBA Head of Industry Issues and Cooperation Initiatives

Agenda

- Opening of the session
 - Welcome and introduction of speakers by Jocelyne Mwilu, CEO, PPI France
- EBA request to pay survey: findings on e-commerce use case
 - Introduction to the survey
 - Demographics of survey respondents on e-commerce use case
 - Key findings on e-commerce
 - Q&A
- Success factors and key requirements: dialogue between supply and demand side
 - Followed by Q&A
- Closing of the session

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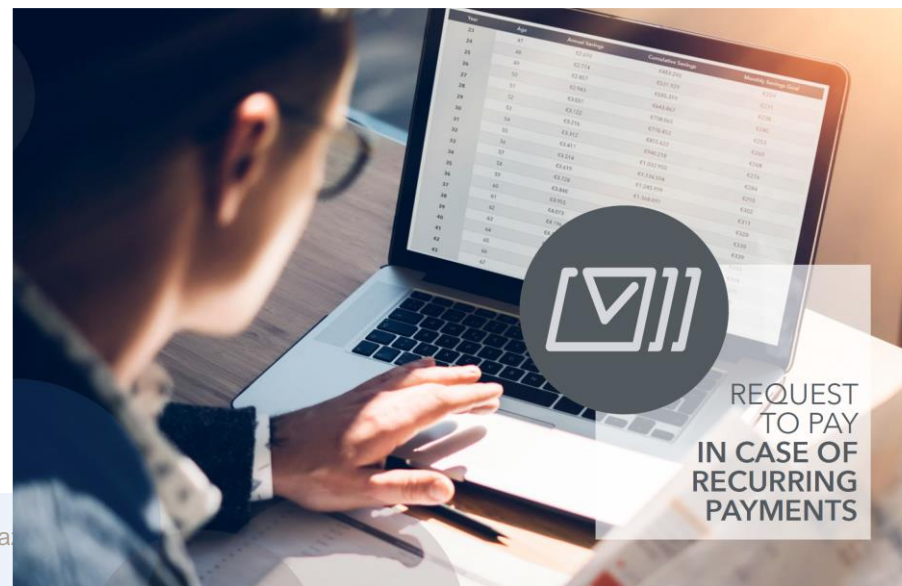
EBA request to pay survey: introduction

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Four use cases covered in the survey

As identified by request to pay experts from EBA member banks



EBA request to pay survey: demographics of survey respondents on e-commerce use case

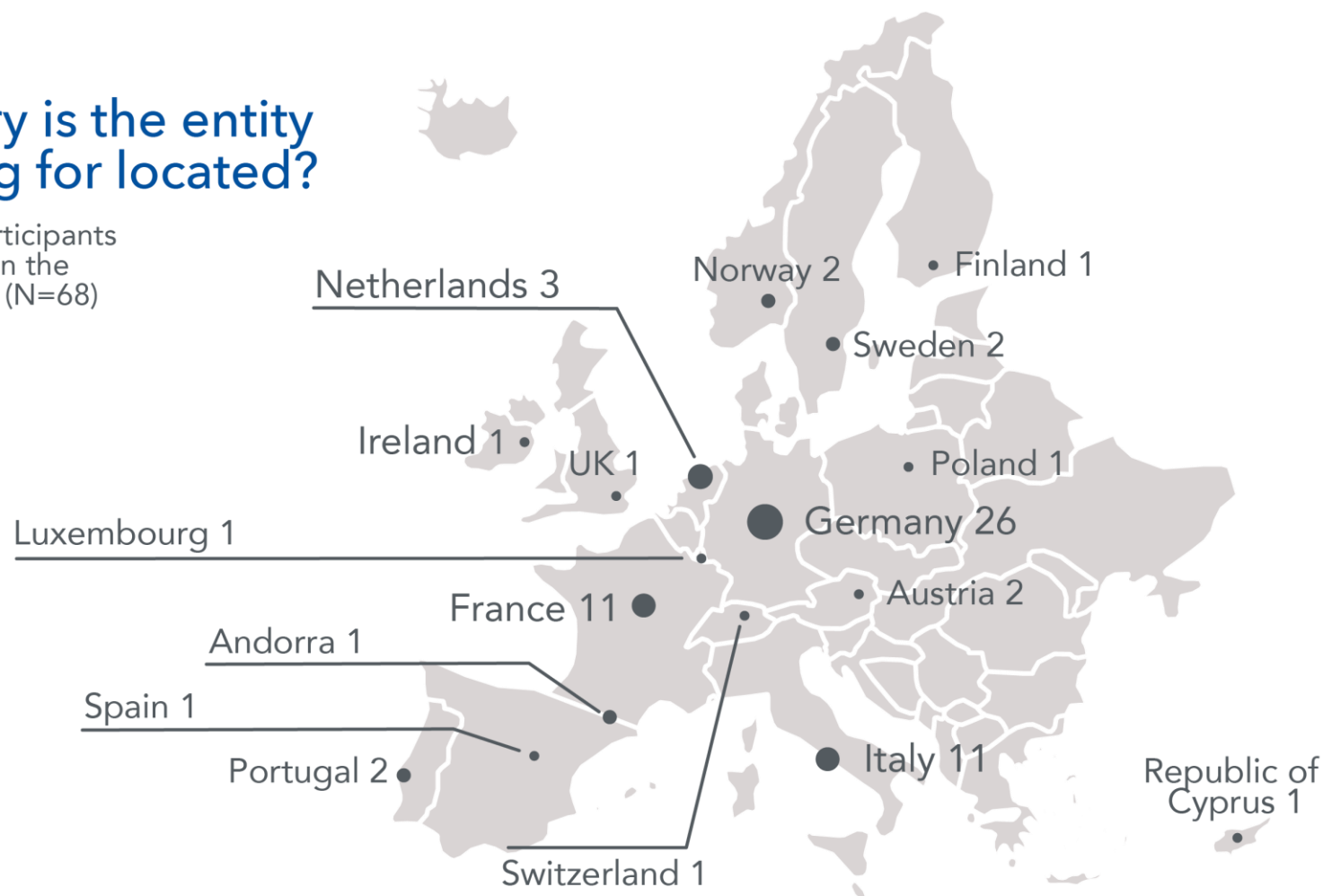
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In which country is the entity you are working for located?

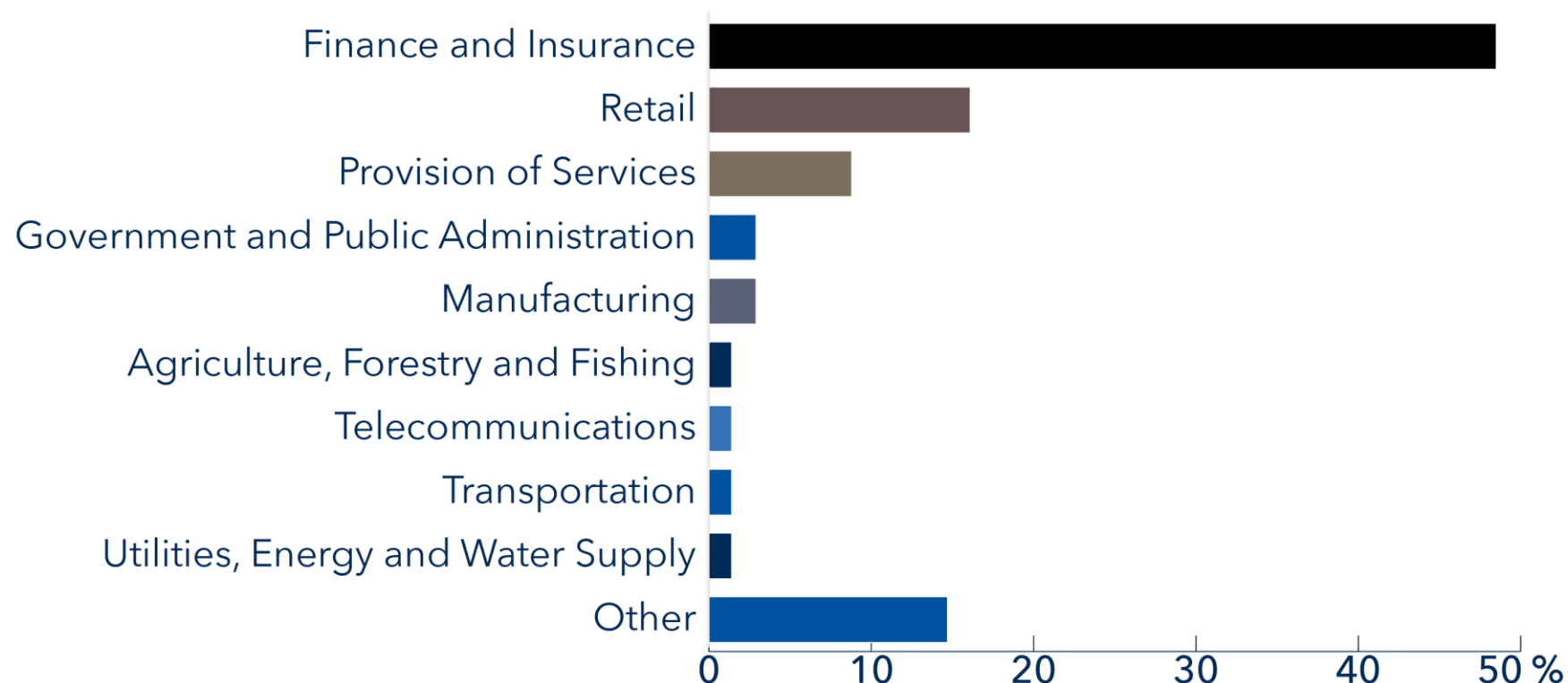
Responses from survey participants who answered questions on the online commerce use case (N=68)





In which business area is your company active?

Responses from survey participants who answered questions on the online commerce use case (N=68)



*While provision of services refers to the provision of intangible goods provided by e.g. information services, transportation services, health care or arts, retail refers to selling consumer goods e.g. groceries, electronics or furniture.

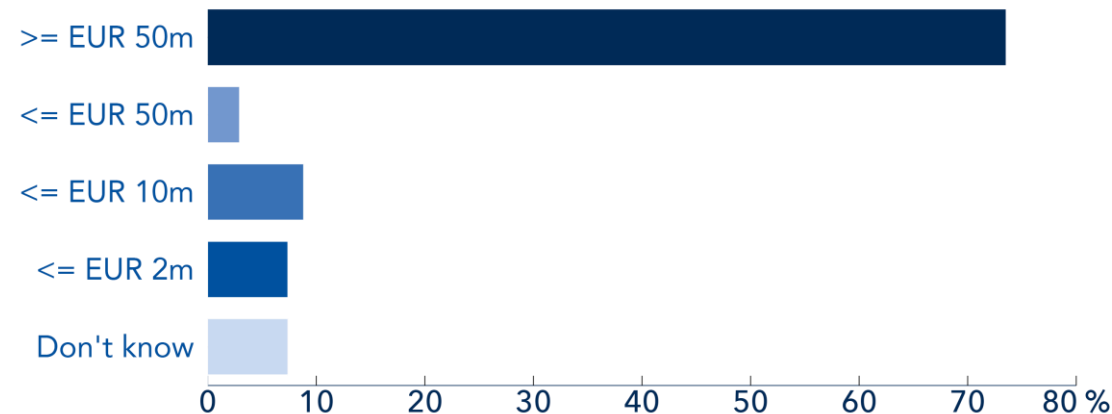
Annual turnover

- › A majority of respondents (74%) represent companies with an annual turnover of more than EUR 50 million.



What is the annual turnover of your company?

Responses from survey participants who answered questions on the online commerce use case (N=68)



Multi-nationally active companies

- › More than two thirds of the companies represented by respondents are active multi-nationally.



Is your company active multi-nationally (e.g. subsidiaries or customers in other European countries)?

Responses from survey participants who answered questions on the online commerce use case (N=68)

Yes
75%

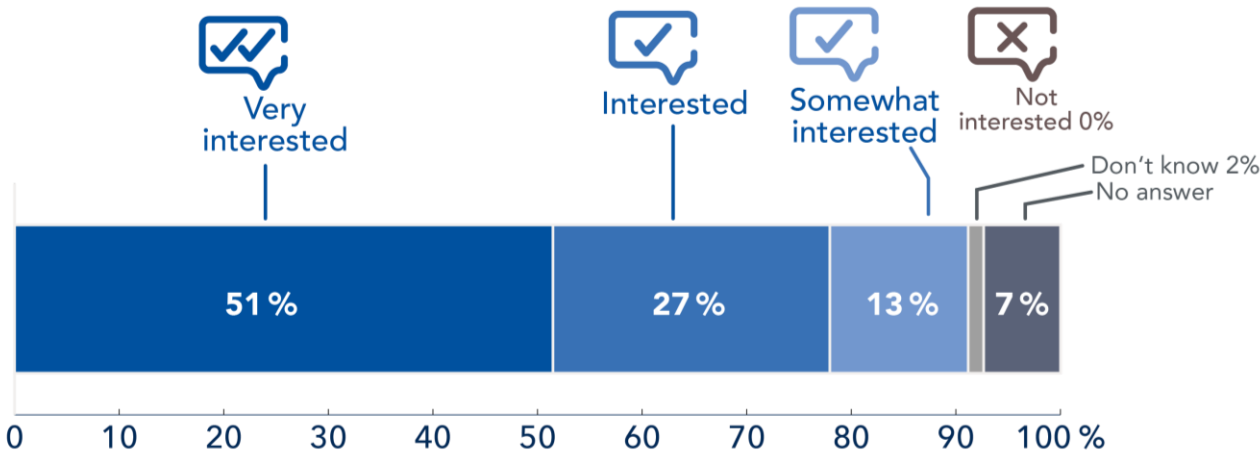


No
25%



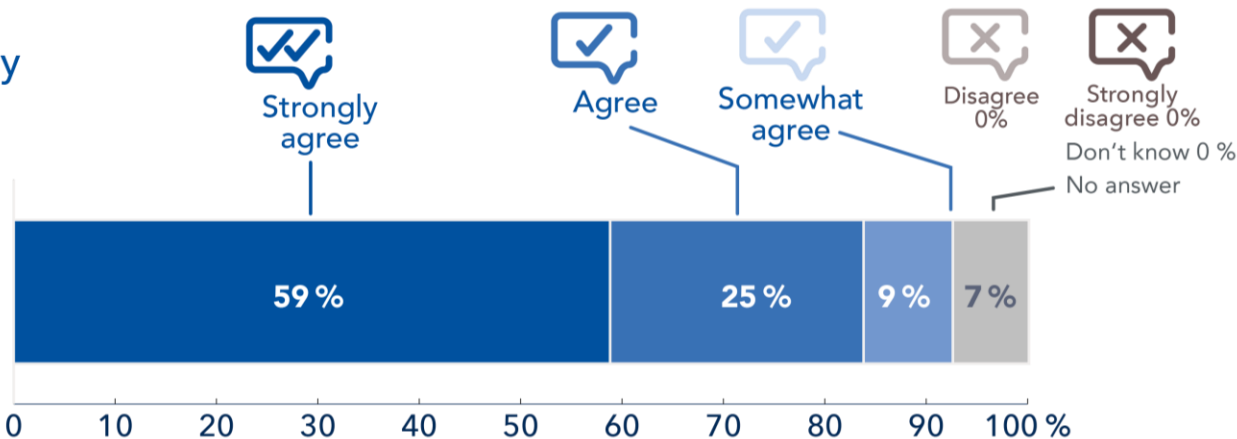
How interested are you in using request to pay in general?

Responses from survey participants who answered questions on the online commerce use case (N=68)



Do you agree that it is important that request to pay offers a Europe-wide uniform mode of operation?

Responses from survey participants who answered questions on the online commerce use case (N=68)

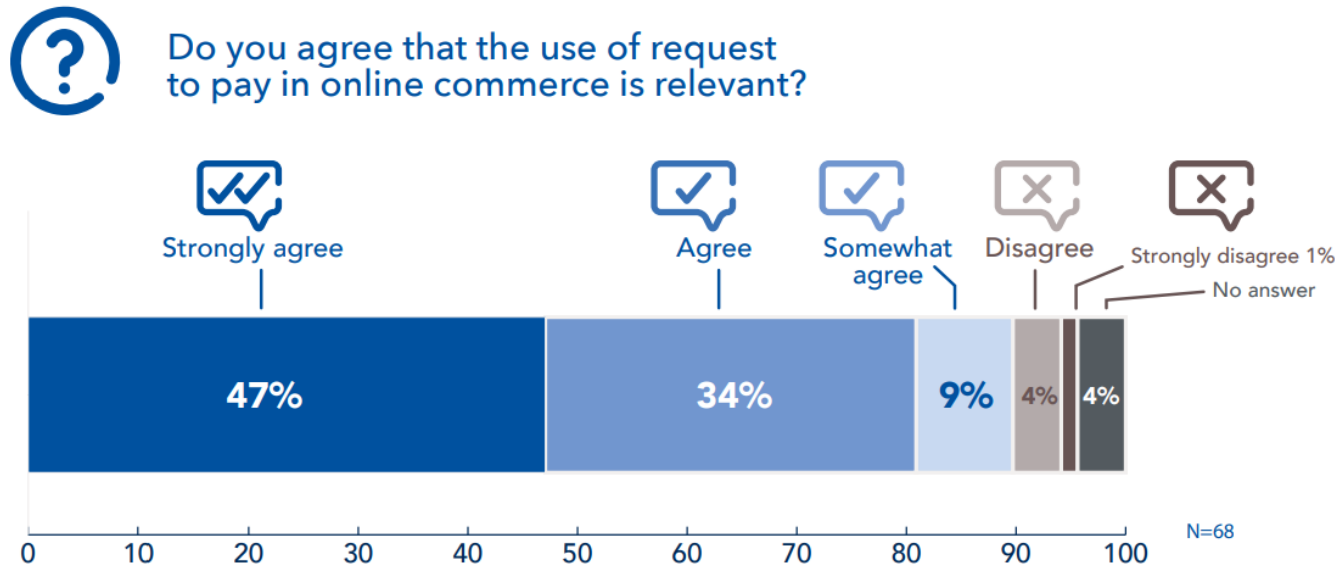




Request to pay
in online
commerce:
key findings


Use case relevance and missing success factors for online commerce

Highest support score among use cases covered



81% consider online commerce a relevant use case for request to pay; an additional **9%** somewhat agree

Missing success factors

 What else would be needed to make request to pay successful in online commerce?

Need for customer education / communication campaign

Convenient and homogeneous customer experience

Fully reliable 24/7 service

Functionality to convert request to pay into a direct debit after expiration of requested payment execution date/time

Lower cost than existing solutions and simpler contracts

Fraud protection

Cooperation of local e-commerce solutions to leverage request to pay at a pan-European level

The following missing success factors were identified across all use cases:

Uniform pan-European solution/experience

High market penetration (PSPs, merchants, customers)

Use of request to pay in combination with instant payments / payment certainty or guarantee / irrevocability of payments

Standardised, fully automated and highly integrated processes (e.g. with existing ERP systems)

Immediate payment receipt vs. payment guarantee: comparison of online commerce and POS

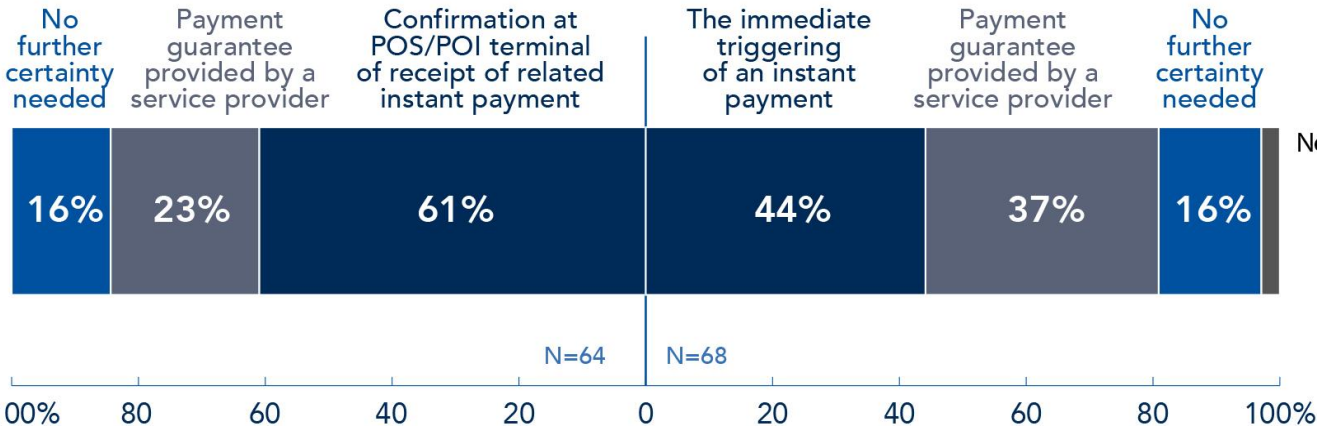
Instant payments are seen as less relevant for e-commerce than at POS, but more important in case of goods/services for immediate consumption or without return right



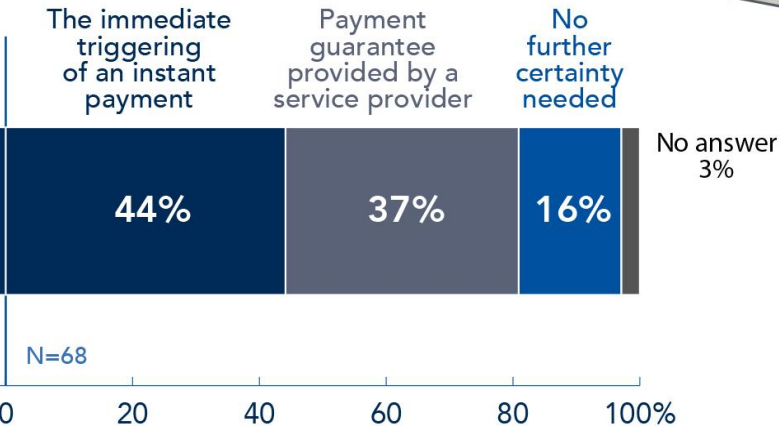
What level of certainty / additional actions would your company require for concluding the business transaction at the moment it receives the request to pay approval?



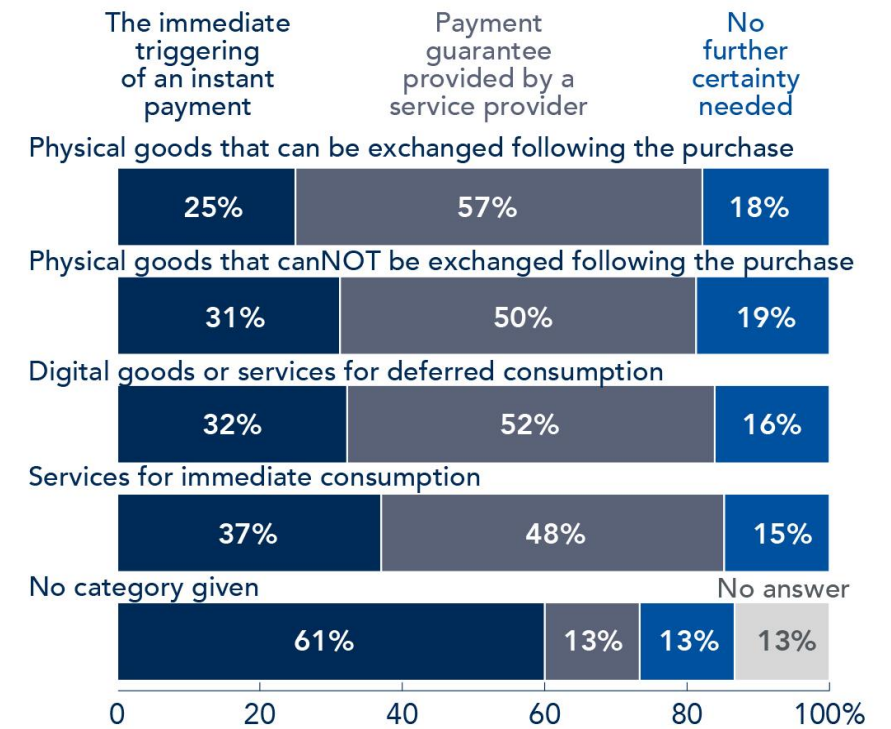
Use Case Point of Sale



Use Case Online commerce



Online commerce: types of goods/services sold online – level of certainty / additional actions required to conclude the business transaction

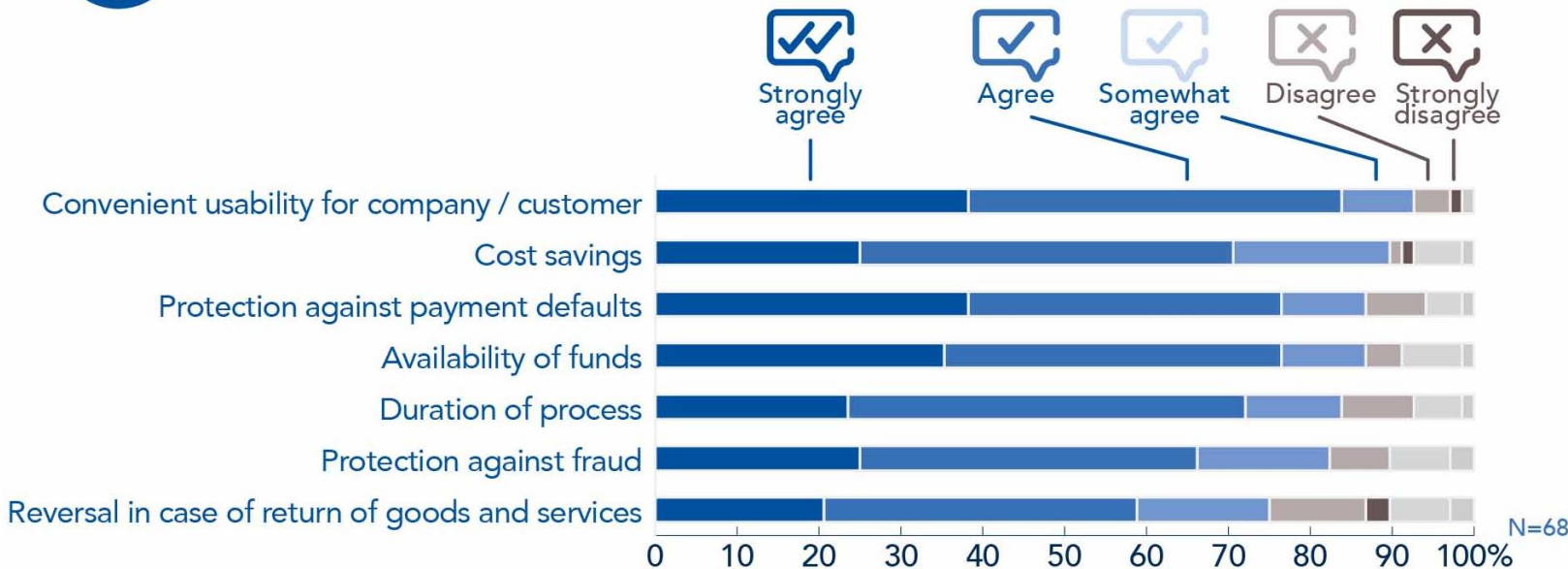


Key benefits and additional benefits for online commerce

Convenient usability for payee and payer seen as strongest benefit



Do you agree that the following points are key benefits of request to pay in the area of online commerce?



Would you like to add any other key benefits missing from this question?

Payment option for non-card holders/users

Decrease of necessary direct debit limits

Multi-channel capability

Reduction of suppliers

A fair payment option for both customers and merchants

Increased payment certainty

Additional benefit identified across all use cases:

Provision of structured billing information / invoice / receipts as part of the request to pay

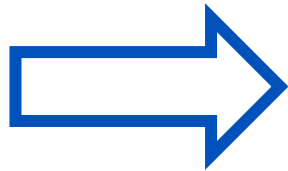
Additional benefits identified across all use cases but POS/POI:

Easier and better reconciliation

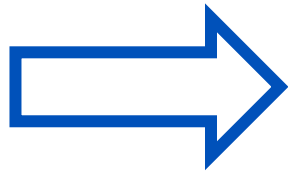
Flexibility to offer payment in instalments / on a pre-set date or to extend payment deadlines



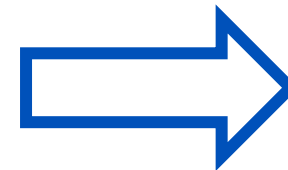
Which request to pay features or additional services do you consider as being especially valuable for your customers? Why?



Request to pay should enhance customer experience and protection for payments



Request to pay should support payers in actively managing their personal finances



Request to pay should facilitate post-transaction communication and actions

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Request to pay in online commerce

Success factors and key requirements



Request to pay could significantly simplify the payment of an invoice. Other potential use cases include scenarios such as payment in instalments, payment on delivery, debt collection and rent models.

Stefan Hölscher

Lead Expert Payment,
Otto Group

Request to pay in online commerce

Success factors and key requirements

Request to Pay creates added value for merchants and consumers as a cost-efficient and convenient e-commerce payment option.

The use of APIs is the basis for innovative features such as information and financing services.



Tino Meissner

Product Manager Request to Pay,
Deutsche Bank

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Thank you!

Download the **full report** of our request to pay survey (see link in chat)

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