



Increasing Sales among Chinese Customers by Providing Familiar Chinese Payment Methods

Latipay Integration with Comvita: August 2016.



OVERVIEW



Shannon Goodman
Digital Technical Manager

Our case study with Comvita is with Shannon Goodman, who is Comvita's global digital technical manager. In 1974, Comvita founders Claude Stratford and Alan Bougen envisioned a healthier world, drawing inspiration from bees and honey as a natural source of medicine. Since then, Comvita has been connecting people to nature and good health through continuous research for potential sources of natural ingredients destined for medicinal and therapeutic use.

Today, Comvita is New Zealand's leading producer of Manuka Honey and other natural health products. Consumers all over the world are convinced of the unique healing properties of Manuka Honey, thereby creating a continually high level of demand. Their products can be purchased online via their website or through accredited retailers. Comvita has around 400 employees globally and about 150 in New Zealand. Over the years, Comvita has established itself particularly well within the Asian market. With their commitment to quality service and excellent customer experience, this steadfast increase urged them to make their Chinese customers' purchasing experience easier and more convenient.

CHALLENGE



We had already started to look at WeChat but we were struggling to even get an account set up for the merchant side.

-Shannon Goodman | Digital Technical Manager



Steering clear of time-consuming and expensive currency exchange, bank to bank transactions, wire transfers and credit card generic decline, a vast majority of Chinese consumers preferred to pay simply via e-wallet systems like WePay (WeChat) and Alipay (Alibaba). The focus was on value, quality of product along with convenience at checkout to attract even more Chinese customers. Comvita knew that the e-wallet payment system is a growing consumer trend in China and thus started to provide an avenue where their Chinese shoppers can purchase their products using familiar Chinese payment methods. They needed a fast and efficient solution that would incorporate not just WeChat Pay and Alipay but wanted to also include other Chinese payment methods like JD Pay, Baidu Pay and Tenpay into their system, as well as set up integration with Chinese banks --- all under one platform.

GEARING UP TO BE CHINA READY



At the fact that all the hard work had been done, with regards to the Chinese banking regulations, the WeChat connection, the Alipay connections, the JD pay was all ready to go, we just have to do one integration to Latipay and the rest was done.



Six months into waiting, struggling and looking for solutions; they were coincidentally approached by a relatively new start up offering to provide them with the resolution that they've been striving to achieve. Latipay, at that time was one of the only Chinese payment solution that provides customer and merchant access to the five main Chinese e-wallets – WeChat Pay, Alipay, JDPay, BaiduPay, Tenpay and integrations to over 19 main Chinese Banks all under one platform.

SUCCESS ! RETURN ON INVESTMENT



We definitely see customers from mainland China using it. And I think it offers them that straightforward method because they're so used to paying with those methods instead of just a credit card.

With evidently more customers from mainland China using Latipay on their website, it offered a straightforward method and a sense of familiarity. The increase in revenue after Latipay was integrated was rewarding and Comvita were quick to become even more popular with users in China rather than just Chinese users in New Zealand.

SMARTER RESULTS



I think the cart process is more efficient for Asian customers that have those options. It's more straightforward than having to type in all their credit card details. Potentially the credit card might get declined for some reasons. Whereas with their Alipay or WeChat account, it's a straightforward scan of the QR code and it's done. So I think it's a more efficient move for the cart. Quicker for them.

Through Latipay, Comvita enjoyed easy payments that went straight into their local bank account allowing quicker shipping of orders, resulting to faster transactions and more productivity.