



CUSTOMERS GET ACCESS TO ALL PAYMENT SOLUTIONS IN ANY MARKET

POWERED BY PAYMENT EXPERT ALTAPAY IN COPENHAGEN

And Luxplus got a complete overview of a customer's transaction in a secure, reliable and quick fashion.

AltaPay

enables Luxplus to offer customers a variety of payment options, in particular recurring payment options which is fundamental for its subscribers. From MobilePay, Visa to PayPal, customers get access to all payment solutions in any market which has helped Luxplus grow and expand into new regions across Europe. In addition, using AltaPay's tokenization solution, Luxplus now has a complete overview of a transaction without having to compromise on the security and privacy of the customer.

The challenge

As a member's club for health and beauty products, it is essential that Luxplus' payment system runs seamlessly. This meant offering the latest payment options and providing recurring payments. Without this, Luxplus would lose out on securing subscribers and as a result, limit its growth plans. Luxplus needed a partner that offers

a technology solution, such as tokenization, to help Luxplus see a complete overview of a customer's transaction in a secure, reliable and quick fashion.

The solution

Luxplus decided to partner with AltaPay as it was able to provide recurring payments for its customers. AltaPay offered Luxplus a simple onboarding process which enabled them to get up and running and start accepting a range of payment methods quickly and easily. AltaPay's tokenization solution provides Luxplus the ability to replace a customer's personal banking details with a unique identifier. This identifier means Luxplus never sees a customer's sensitive data, but will be able to track them across any payment type giving them useful insights on the customer journey.

The Result

thanks to AltaPay.

Since partnering with AltaPay, Luxplus has expanded from two countries into seven. Being able to offer customers

a variety of payment methods, especially recurring options, has helped Luxplus secure customers and maintain their loyalty. The customer service team at Luxplus have saved a significant amount of time, as AltaPay's administrative system is simple to use and quick to set up a refund. The team has saved a significant amount of time and can now spend more time focusing on its customers. In addition, the financial team uses the online reconciliation system from AltaPay for monthly reporting. AltaPay automatically collects transaction data, enabling Luxplus to have greater transparency on all its financial data. This has helped the financial team build up monthly reports to showcase to the rest of the company.



“AltaPay has been a huge support to Luxplus. Thanks to using their latest technology solutions, we have been able to expand at a fast rate and continue to strive towards our future goals.” Martin Ersted Schultz from Luxplus.”

