

Pay by Link technology helps Australian boutique keep sales flowing during lockdown

Multi-brand retailer Incu engaged Adyen to roll out new payment channel, with surprising results

Sydney, 10 June 2020 – Adyen (AMS: ADYEN), the global payments platform of choice for many of the world's leading companies, today announced Australian fashion retailer, Incu, has implemented its Pay by Link technology to reach customer markets which had been shut off by the COVID-19 lockdown. Just weeks after Pay by Link launched, Incu is achieving the same level of sales from key customer segments as before stores closed.

Prior to stores shuttering in March, Incu staff used Chinese messaging service, WeChat, for social selling. It operated as an interactive mailing list, to share new product updates, answer sizing and styling questions, and transact with Mandarin-speaking customers. Purchases were then finalised through in-store Point of Sale (POS), or via direct transfer.

When the lockdown commenced, Incu needed a secure way for its customers to complete orders through WeChat, and turned to Adyen for a solution. Pay by Link was recommended and implemented in just two weeks.

Customers opening these links now see their purchases on a personalised screen and can choose from a range of payment options including credit cards, Alipay, WeChat Pay, China UnionPay, Apple Pay and Google Pay. At the back end, Adyen's platform gives Incu a clear view of links sent and payments received.

"Pay by Link has delivered promising results – it has helped us to maintain the same level of sales from our WeChat customer base as pre shutdown," said Douglas Low, CEO of Incu.

While the past few months have been challenging, Incu has used it as an opportunity to optimise the business. This has included the fast-track of an update to its online store, the roll-out of training and development for store managers, and the reintroduction of channels such as phone orders, which have been made more secure than ever with Pay by Link.

Incu sees Pay by Link as a cornerstone of its post-COVID customer service offering, as it provides fewer physical touchpoints and flexibility for customers who might still be wary of going out in public.

"Customers can make a purchase through a payment link from home and arrange delivery, or walk by our stores to collect their items. We can also initiate a FaceTime or Zoom call and guide people through our collections and purchase. I'm thrilled to have Pay by Link in our arsenal. It's opened up a lot of possibilities by bringing human connection back to a world that's become very digital," Low said.

Michel van Aalten, Adyen Country Manager, Australia and New Zealand, said Pay by Link has been especially useful for businesses that needed to adapt quickly to the lockdown.

"Pay by Link has meant that our merchants can be chatting to a customer over the phone, via an app or web chat, send them a secure link and have the payment completed before the conversation is over," van Aalten said. "It's easy for retailers and their customers to use and, importantly, means our merchants can continue to operate during these challenging times."

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About Incu

Established in 2002 by twin brothers Brian and Vincent Wu, Incu evolved as many great things do — from a set of simple but steadfast ideas. Inspired by their love of travel, international designers and emerging Australian brands, the brothers set about fusing these into a retail concept that would be at once innovative, personable and unique.

Since opening its flagship store in Sydney's The Galleries, Incu has grown to eight stores, plus three Rag and Bone stores along with the APC store in Melbourne, for which it has franchisee rights.

About Adyen

Adyen (AMS: ADYEN) is the payments platform of choice for many of the world's leading companies, providing a modern end-to-end infrastructure connecting directly to Visa, Mastercard, and consumers' globally preferred payment methods. Adyen delivers frictionless payments across online, mobile, and in-store channels. With offices across the world, Adyen serves customers including Facebook, Uber, Spotify, the Cotton On Group, Showpo and Kogan.com.

The cooperation with Incu as described in this merchant update underlines Adyen's continuous growth with current and new merchants over the years.

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