



# Link Pay +

The smarter way to secure card payments



**Card breaches irreparably damage brands' hard-won trust. Link Pay + makes it easy to secure card payments on any channel.**

Link Pay + provides you with a quick and easy way to eliminate your PCI-DSS card security worries. Effortlessly generate and send your customers links to our secure payment portal so that they can instantly and conveniently transact with you, whatever the device or communication channel.

## Benefitting your organisation

- Customer-facing staff never see or hear the customers' card details - making it easy to demonstrate compliance with MiFID II and FCA guidelines.
- You can have peace of mind knowing that Link Pay + is a certified PCI DSS level 1 compliant solution.
- Never worry about card details being stored in call recordings or written down on paper again.
- An improved customer experience - payments are faster and more convenient.
- Your staff see the progression of the card payment process in real-time - customers are supported throughout, and you can maximise sales revenues.
- It's easy to get started with Link Pay + as it's an out of the box solution - there's no equipment or software to be installed.

## Works with any channel

Start working with any channel you choose. If you can communicate in that channel, now you can transact securely with your customer within that channel.



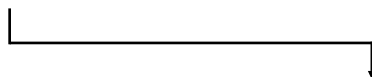
**Welcomm**  
Communications Limited

# How does it work?

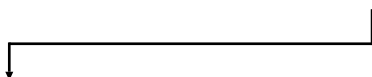
Link Pay + is completely intuitive for your customers and staff alike - making it easy to adopt:



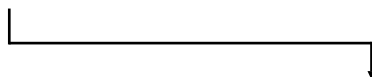
Consumer is engaged with a member of staff and needs to make a secure card payment



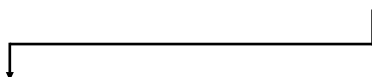
Staff team member generates a link and sends to customer using that channel



Consumer opens link, enters card details and submits details



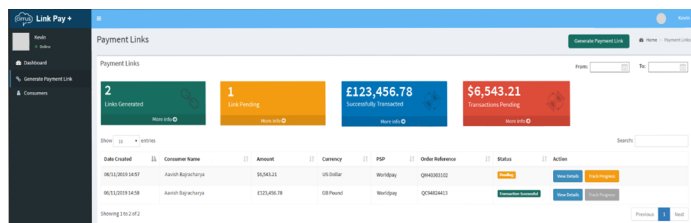
Agent sees progress in real time so customer is supported



Transaction completed

## Feel in control

Link Pay + dashboards keep you fully informed, so you'll know just how many payment links have been generated, their conversion rate and also the amount successfully transacted:



## Simple, secure and smart

Ensuring your peace of mind has never been a simpler, more secure and smarter choice for providing your customers an assured and intuitive experience for making card payments with you.

