



Scaling POS Solutions: enhancing payment efficiency across branches

Finance



BY THE NUMBERS

12+

Duration of NovaPay's operations

2.6 mil

Transactions per day

1st

non-banking financial institution in Ukraine
to receive an extended license from the NBU

32%

Market share of NovaPay in transfers
according to the NBU as of early 2024

THE CUSTOMER

NovaPay, part of the NOVA (Nova Post) group, is a leading non-banking financial institution, offering a wide range of payment services across over 3,500 branches for 12 years.

Processing 2.6 million transactions daily, NovaPay is a full Visa and MasterCard member and holds a PCI DSS compliance certificate. It offers services including money transfers, utility bill and any other payments, provide online acquiring for business.

With a 32% market share in Ukraine as of early 2024, NovaPay is a pioneer in mobile applications and has an extended NBU license for account management and card issuance.

THE CHALLENGE

NovaPay always strives to facilitate the customer experience in payments. To ensure speed and safety in customer service, the company decided to install its own POS terminals.

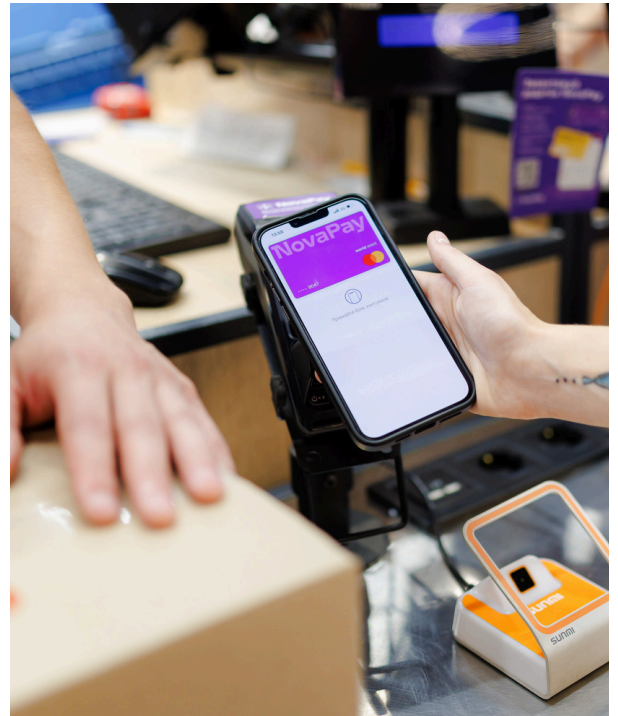
Having its own network of payment terminals allows NovaPay to increase the stability of the system and save funds, which the company directs to the development of new and improvement of existing financial products. It also allows you to promptly solve problematic issues in the event of equipment failure and not to turn to partner banks for help.

THE SOLUTION

To address these needs, NovaPay deployed approximately 4,000 Vega 3000 countertop POS terminals across its branches, with plans to double this number by the end of 2024.

These terminals were chosen for their advanced features and reliability. Printec was selected for its innovative technology and full-service maintenance support, ensuring optimal performance of the terminals.

This comprehensive solution was designed to modernize the payment experience, enhance transaction speed, and support high transaction volumes effectively.



THE RESULTS

The deployment of the Vega 3000 POS terminals brought substantial improvements:

OPERATIONAL EFFICIENCY

The streamlined payment process across branches reduced transaction times and manual processing errors, enhancing overall operational effectiveness. The extensive deployment also allowed for better resource allocation within branches.

CUSTOMER EXPERIENCE & LOYALTY

The new terminals significantly reduced wait times and improved transaction reliability, leading to a more efficient and pleasant payment experience. Shorter queues and a seamless checkout process increased customer satisfaction and loyalty, fostering repeat business and positive word-of-mouth.

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