

## Online and Telephone Sales Frequently Asked Questions (FAQ's)

Here you may find the answers to some of the most common questions about taking online and telephone payments.

### **My current website doesn't accept online card payments, what are my options?**

With the advancement of technology, even the most basic of websites can easily be updated to accept online card payments and reduces the need to purchase a new website. All you need to do is:

1. Set up a merchant account.
2. Ensure you have a business bank account.
3. Utilise a payment gateway.
4. Card Cutters are happy to discuss this process through with you at any time.

### **Will the ability to offer online card payments increase my business revenue?**

Whilst this cannot be guaranteed, research has suggested that up to 50% of online shoppers will abandon their purchase if their preferred method of payment is unavailable so ensuring you offer as many payment options as possible will help to increase the probability of generating further revenue for your business. Card Cutters can provide several options including PayPal, debit card and credit card payments.

### **What does IMA mean?**

An Internet Merchant Account (IMA) will need to be set up by Card Cutters so that you can convert online card payments to cash into your bank account.

### **How can I protect myself from Internet Fraud?**

Research suggests that online payment fraud costs retailers an estimated £535 million each year, which is why credit card companies have introduced the Payment Card Industry Data Security Standard (PCI DSS) to keep your business safe.

### **What is PCI DSS?**

PCI DSS stands for Payment Card Industry Data Security Standard, and it was introduced by Visa and MasterCard to help protect card holder data. To comply, all that is required is that you fill in a questionnaire to affirm that you securely store and destroy any cardholder data. This is an industry wide standard, and one which any merchant account supplier must conform to. Card Cutters will always make sure that your business is compliant with these requirements.

### **What is a PayPage?**

A PayPage is the term used for the page on your website that enables customers to buy your products or services online. Customers will be able to enter their card details and go through the authorisation process with the online payment services provider.



## How do I take payments over the telephone?

Your terminal will have an option to take remote payments from your customers providing you have;

1. Set up a merchant account.
2. Ensure you have a business bank account.
3. Have a terminal that accepts card payments.
4. Card Cutters are happy to discuss this process through with you at any time.