worldpay

Worldpay Payments for eCommerce

> Introduction

NutraClick is a technology-driven health and wellness products company committed to enriching consumers' lives. NutraClick began as an online direct-to-consumer company that has since rapidly expanded and today is a multichannel powerhouse whose high-quality products are available both online and in more than 40,000 retail locations globally.

At the core of NutraClick's business are the company's smartly designed digital, radio, and television campaigns capable of reaching millions of consumers each month and driving traffic to both its websites and to retailers such as GNC, Walmart, Walgreens, and CVS.

We spoke with Ben Brown, senior software engineer, about the company's experience with Worldpay's eCommerce payments solutions and services.

◎ Situation

"As more and more consumers go mobile, and as security concerns continue to grow, there is no doubt they will seek to use mobile wallet options like Apple Pay to make online payments. We're eager to give our customers the ability to do so now, while these technologies are still relatively new, and we are very optimistic about the business impact these evolving payment options will have."

We had two key motivations for implementing Apple Pay on the web. The first was the added security that comes with Apple Pay. Its encapsulation of credit card data together with the way it handles payments significantly reduces the exposure of credit card information, which makes it much harder to engage in online fraud. This has been a growing concern for all online merchants as more and more credit cards have become chip cards, thus increasingly driving fraudsters from the POS world to online channels. We care deeply about our customers, their security, and their peace of mind and thus want to ensure they have the most secure payment options available to them.

Our second motivation was that Apple Pay greatly simplifies the conversion process for a customer. With typical mobile credit card payments, the consumer has to manually enter their information—which is often challenging on devices with small keyboards—whereas with Apple Pay, it is as simple as scanning your fingerprint. Better security, plus added convenience, made this particular payments option a no-brainer for us.

✓ Solution

"Integrating with Worldpay ensured that testing in both the development and production environments went very smoothly."

Overall, the conversion process with Apple Pay on the web went smoothly. It did take a little bit of time, however, to get the Apple piece of obtaining the PKPaymentToken via JavaScript working and fine-tuned. That was really the hardest part of the process. After that, everything from there was easy.

ⅲⅼⅼ Results

"Worldpay did a great job in helping us navigate Apple Pay on the web. This made our entire integration process smooth and painless. Worldpay has set the bar very high."

It was just amazing how smoothly everything went, insofar as integration of Apple Pay with Worldpay is concerned. Worldpay worked closely with us to answer any questions we had and, as usual, provided straightforward documentation with a good level of detail for us to use.

Worldpay has always provided an excellent service for us and we've had close to zero issues with processing payments in the more than seven years that we've been doing business together – and we process hundreds of thousands of transactions per month!

We had a great experience working with Worldpay on our Apple Pay initiative. Whether proactively scheduling meetings or quickly answering our emails, Worldpay was prompt, very knowledgeable, and extremely helpful.