

*If you are looking to set up online credit card payment systems, here's what you need to know.*

If you wish to offer credit card payment facilities, you will need to arrange to become an Internet merchant. To do this, talk to your bank or payment gateways.

Payment gateway providers include:

- eSec – [www.esecpayments.com.au](http://www.esecpayments.com.au)
- eWay - [www.eway.com.au](http://www.eway.com.au)
- Verisign – [www.verisign.com.au](http://www.verisign.com.au)
- Payment Express – [www.paymentexpress.com.au](http://www.paymentexpress.com.au)
- Your payment gateway or bank can help you use an effective credit card checking procedure.
- Be aware that many potential buyers worry about security and privacy when they buy online. Give this careful consideration and explain your security to your customers when setting up your online shop.

Here are some Frequently Asked Questions — and their answers:

**Q: Do I have to go to my bank to get the merchant payment facility?**

- **A:** No. The bank where you hold your business account may be different from the bank from which you get your merchant payment facility. Most merchants approach their own bank first as a matter of convenience or because of relationships. However payment gateways as detailed above can offer a more complete and easier service than the bank.

**Q: What card types can I accept?**

- **A:** If you go to a bank or payment gateway, they will usually offer you a package of the three bank issued cards: Visa, Mastercard, Bankcard. If you want other non-bank issued cards such as Amex, Diners, etc., you have to approach these card companies separately.

**Q: What kind of card service fees can I expect?**

- **A:** Fees are negotiable based on your estimate of transaction volume and value and are reviewed periodically. The rate offered depends on the bargaining power of the

merchant. The figures will vary, but are likely to be between two and four percent. Also note that bank-issued cards charge less than non-bank cards.

**Q: I already have a merchant facility. I have a card terminal in my shop (and/or) I already take orders over the phone or mail. Can I just use the same facility to take Internet orders?**

- **A:** You'll generally need to upgrade your merchant facility. Your merchant agreement specifies the payment methods accepted.

It may say that you can only accept payments when a customer's card is physically presented and/or it may be a MOTO (MailOrder/Telephone Order) facility where the customer's card does not need to be presented ("Card not present").

Internet payment is a separate category again, and you have to either upgrade your current merchant facility or get a new one just for Internet payments. Speak to a bank or payment gateway for more information.

**Q: How do I integrate credit card payments into my website?**

- **A:** Purchase an online shopping software package, install it and learn how to build your own online shop which integrates or is an add-on to your website. Also use search engines to find good examples and seek professional assistance if you need it.
- Set up each shop component — the catalogue, product selection (email, order form or online shopping cart), ordering and payment.

**Things to look out for in a payment gateway**

- **Price** – compare prices
- **Service** – is there a 24 hour support desk?
- **Security** – state of the art firewalls should be protecting your payment gateway

- **Fraud Tools** – the company you use should be implementing these to minimise risk
- **Commitment** – How long has the company you trust to process your credit card payments been in business?
- **Solutions** – What web platforms do they support, such as PHP, ASP, Coldfusion and others?
- **Banks** – full Australian bank support
- **Shopping Carts** – how many does it support?
- **Discounts** - do lots of transactions and save money
- **Reporting** – the reports you receive on your online transactions should be easily available online and detailed in nature
- **Speed** – transactions should be processed within 3-5 seconds
- **Documentation and help** – there should be answers to all your questions in the support section.

## Conclusion

Credit card payments are the way to go if you're seriously into eCommerce. Today, millions of businesses sell their products and services online. With the right payment gateway and banking services, you can sell your products and services in Australia and on a global scale.

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