

Boleto Bancário in Brazil



www.globalcollect.com

Introduced recently, Boleto Bancário is one of the fastest growing online payment options in Brazil. Accepted by some of the most prestigious and respected brand names in their industries, the method is quickly establishing itself as one of the preferred online options.

GlobalCollect now enables its Merchants to accept Boleto Bancário payments on their webshop through WebCollect. Boleto Bancário is an end-consumer push payment method which processes around 20 percent of the ePayments in Brazil. When Brazilian Consumers choose to pay via Boleto Bancário, they are provided with a pre-filled Boleto Bancários bank slip in a popup window. At this point the Consumer has the option of either printing the form and physically paying with cash at any bank branch in Brazil, or paying online through internet banking.

Advantages

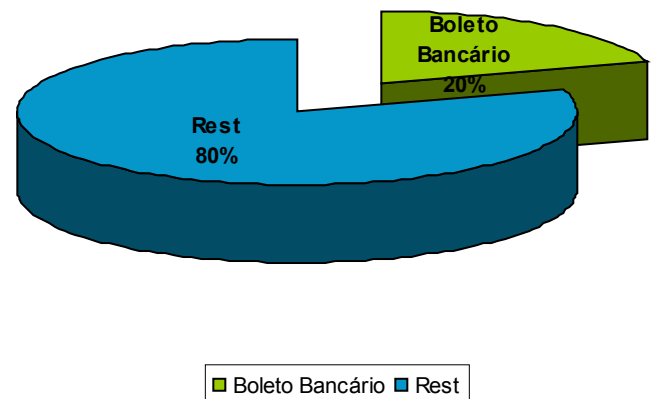
- Widely accepted across Brazil with a market share of around 20 percent of online purchases.
- Provides access to a larger pool of potential Consumers in Brazil by tapping into non-credit card holders or those who prefer paying with cash.
- Some shoppers are aware of fraud risks associated with using payment cards and many would prefer a more secure payment method.
- Gain a competitive advantage by offering another payment channel.
- Brazilian Shoppers are still aware of the not-so-long-ago credit crisis and in some cases prefer paying in cash for their purchases.
- Risk-free form of payment as it is irreversible by the Consumer and chargebacks cannot be issued.
- Currently in GlobalCollect Pilot Program

About Boleto Bancário

Boleto Bancário is one the most popular solutions for online payments in Brazil. It has gained more than 20% of the ePayments marketshare in less than 2 years.

With an average annually growth of 100 percent, the method is quickly becoming one of the preferred payment methods. Additional contributing factors include its convenience and high security.

E-commerce market share



How does it work?

The payment process for Boleto Bancário transactions is similar to other cash payment methods. It is a Consumer push-payment, which relies on the Consumer physically visiting a bank office to make the cash payment. One difference between other cash payments is that with Boleto Bancário, Consumers may also pay with their online banking package.

Once the payment is made, a payment confirmation is provided in real-time, while the funding can take an additional period of time.

