

New flexible payment solution for Mekonomen's customers

Mekonomen's new mobile payment solution allows car owners to pay their invoices how and when they please. Customers receive a text message when their car is ready at the workshop as well as a link with their invoice statement and are then free to choose how to pay their invoice.

Flexible payment solutions are commonly used for e-commerce purchases, allowing customers to easily choose whether to pay in instalments or through a direct bank or credit card payment. Physical purchases of goods and services have not progressed to the same degree and are still dominated by manual credit card payments and credit applications for instalment payments. Mekonomen now offers a unique solution that simplifies payments for workshop services.

"We are introducing a strategic initiative to simplify the payment process for our customers. Physical purchases of products and services still vastly outnumber e-commerce purchases. Yet e-commerce payment solutions have been developed at a faster rate. With this new solution, we are developing a new standard for physical purchases and we expect to see many players moving to this type of payment solution in the near future", says Marcus Larsson, Executive Vice President of Mekonomen Group.

As soon as the car is ready at the workshop, the customer receives a text message with a link to their invoice statement, where they have the option to be invoiced in instalments or to make a direct bank or credit card payment. Payments and instalment applications are completed directly via the link in the text message without the customer needing to download a mobile app or wait for a manual credit check to be performed.

"Our consumer surveys have shown that our customers value flexibility, mobility and simplicity when it comes to the payment process. This payment solution provides customers with a detailed invoice statement and allows them to choose how and when to pay their invoices, before they've even picked up their car. It also means less administration for our workshops, which improves accessibility by freeing up more time for customer bookings," says Wilhelm Nordenfelt, Digital Business Development at Mekonomen Group

The payment solution will initially be available to Mekonomen's customers in Sweden and will be implemented in Norway later in 2017. In the future, the solution will also be offered at Mekonomen Group's other workshop chains: MECA, BilXtra, Speedy and MekoPartner.

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