

Dialogue brings single click payments to Payforit

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Significant usability development for Payforit users

(AllPayNews) - Mobile payments specialist Dialogue Communications is spearheading yet more Payforit developments this month with the launch of Payforit single click payments. Dialogue has been at the forefront of the mobile payment initiative's growth over the past two years and this latest feature will significantly improve Payforit's usability and revenue generating potential.

The Payforit payment mechanism allows consumers to pay for content, goods or services purchased on the mobile internet or web via their mobile phone, currently up to the value of £10. Although the Payforit system has been well received, mobile users have complained that going through the full payment cycle for every purchase is monotonous.

As a result of this feedback, Dialogue looked to create Payforit single click and made a proposal to the operators in March 2008. The new single click feature is yet another evolution of the initiative, which will allow customers to buy from an internet page with one easy click, without having to additionally click-thru the standard Payforit pages on every occasion.

Guiom Peersman, Dialogue's MD, introduced the idea of integrating single click purchases into the Payforit framework to mobile operators earlier this year, and he believes it will further enhance the payment mechanism: "Single click purchases are widely available on the web, on sites such as Amazon and iTunes, so there is no reason why mobile internet services should be any different and I think it is something mobile users are also starting to demand. The single click option will not only improve the user's experience of Payforit but it will also encourage repeat purchases and give users the power to tailor their buying preferences.

"Dialogue is proud to be driving Payforit innovation forward and that its single click proposal has been approved to be included in the next version of the Payforit framework."

The single click function works from the Payforit pages once the user has selected the item they wish to buy. Initially users will be required to go through the normal payment flow for their first purchase but once they are comfortable with Payforit, they will be given the opportunity to use the single click version of Payforit in the future.

Dialogue Communications is a leading force in Payforit developments. After being the first Accredited Payment Intermediary (API) to go live with the initiative on mobile, it was the first last month to take Payforit online with its content providers. Payforit online will be used by mobile content providers for sales on their online sites, but is also a perfect mechanism to pay for items such as CDs, DVDs, flowers and books, along with paying for services such as concert or cinema tickets or subscriptions.

Dialogue is also looking into opportunities to launch similar mobile billing initiatives around the globe, in particular in Australasia and Africa where a solution similar to Payforit has already sparked interest in the market.

About Dialogue:

- * Dialogue was established in 1994 and has its headquarters in Sheffield, UK and offices in London and Sydney, Australia.

- * Dialogue Communications is a world leader in mobile messaging, mobile electronic payments processing and specialises in the development and operation of value added mobile solutions for an international market.

- * Dialogue's Application Portal supports mobile marketing, advertising, content management and mobile internet site management, instant messaging and email. These solutions are fully integrated with Dialogue's messaging, location and payment transaction services.

- * Dialogue's customers include mobile operators, blue chip corporations, local governments, media agencies and brands. Dialogue works closely with strategic partners to provide customised solutions via bespoke software development and professional services.