

GUIDE 5: IMPLEMENT VARIOUS PAYMENT METHODS

Tool 3: Information about digital payments

What is a dataphone?

A dataphone is a device that allows you to charge customers who buy or consume in your commercial establishment, by means of credit and debit cards.

The dataphones are part of the Point-of-Sale Terminals. The cards are read by chip or magnetic stripe readers and have the option of printing receipts. They have a keypad as an element for the entry of information regarding the purchase and the introduction of security codes by the customers.



Benefits of using a dataphone

Among the benefits of using the dataphone, there are the following:

- Expediting payments from your customers
- Offering security at the moment of making payments
- Saving time and money since it reduces the amount of cash
- Convenience for your customer and security since no cash is needed.
- It is an easy and safe device to use
- Building customer loyalty by allowing them to pay with a variety of financing plans with banking institutions.

Do you know what types of Point-of-Sale Terminals and Dataphones are available in the market in Guyana?

There are different types of dataphones in the market. It is very important to know the different models that exist, to choose the perfect one for your business.

Having a dataphone is essential because carrying cash is becoming less and less common.

Dataphone TPV ADSL: This dataphone is the one that is connected to the wireless connection of our business, and we can move it around the premises. Ideal for stores and restaurants.



Fixed POS Dataphone connected to the PC: This dataphone is one of the most traditional dataphones since it always has to be connected to the computer to access the internet connection.



Virtual Dataphone: can be integrated with different payment gateways such as mmg+, PayPal and others. It consists of an application in the cloud to which your customers can access and make payments online for the concept and the amount they want without having an online store. Your customers simply enter their data, the concept and the amount they want to pay and that's it! (For more detailed information, See Tool 1 How to use the Mobile Money Guyana (mmg))



With POS only the business pays between the 0.5% and 4% of the paid amount. There is no charge for the customers.