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Simple, speedy & secure payment with Pay with Bank transfer Powered by American Express

Brighton and Hove Albion Football Club (BHAFC) adds Pay with Bank transfer to their retail store.

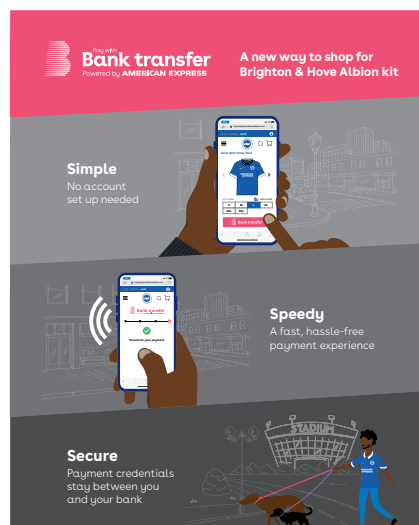
With Open Banking seeing a growing appetite among consumers, BHAFC wanted to offer a seamless payment solution to their retail store for the club and its fans.

Expanding upon a longstanding American Express relationship, BHAFC became the first football club to launch the new 'Pay with Bank transfer' solution in its retail store. Pay with Bank transfer (PwBt), powered by the trusted American Express brand, offers fans a fast, secure way to pay, directly from their bank account. PwBt takes payments instantly - online via text message, in store or digital invoice.

Both the club and their fans now benefit from bank grade security and lower fraud risk. Fans enjoy a streamlined payment journey, without needing to enter login or payment details.

PwBt was built into BHAFC's backend platform, Jonas Sports Retail, so all payment notifications are sent and updated directly within their existing system. Jonas Sports is an industry leading omni-channel provider used by many of the UK's leading football, rugby and cricket clubs. The tills in the shops link to a head office stock control system that also drives a fully responsive online store with a feature rich content management system, warehouse and carrier integration.

Admin users can download reports and trigger the account information API from within the Jonas Sports portal for refunds. The latest payment status alongside card and other transactions is also updated within the portal. As a club utilising the Jonas Sports Retail platform, adding PwBt into your payment stack, does not mean needing to log into another portal to manage a new payment method. PwBt is simply added into your existing reporting so all of your payment methods are visible in one place.



BHAFC added Pay with Bank transfer in August 2021 and have reduced costs versus traditional payment methods, had no chargebacks and received payments faster - for one low, simple fee.

“Paying with PwBt is really simple, and the checkout process is seamless. It is very convenient for customers to use rather than keying in their card details. Customers can complete the payment with a few clicks and verify the payment using biometric authentication. Jonas Sports’ retail system is integrated with PwBt which means your club can be up and running in less than a month.” – Ash Basnet, Head of Development at Jonas Sports

“What’s most important to Brighton & Hove Albion is our fans. By expanding our partnership with American Express to accept Pay with Bank transfer, BHAFC

provides our fans a better checkout experience with a simple, secure way to pay directly from their bank account.” – Russell Wood, Head of Commercial at BHAFC

“The reason we developed PwBt was simple - to offer a speedy, secure way for customers to pay for goods or services via a bank account transfer, regardless of whether the customer is an American Express® Cardmember or not. Naturally we approached BHAFC, as we are always looking to strengthen our existing relationship and were keen to extend the benefits of PwBt to their supporters.

With retail being an important income source for football clubs over the last 18 months due to the pandemic, we understand that having checkout options that’s safe and streamlined for both the supporter and staff is key. For BHAFC, PwBt facilitates instant payments, resulting in improved cashflow. By partnering with Jonas Sports, we have been able to bring this to life. The partnership also means that our open banking solution is readily available for all Jonas Sports affiliated clubs.” -Holly Coventry, Head of Pay with Bank transfer

Explore

American Express is a leading issuer of personal, Business and Corporate Credit Cards.

PwBt is powered by American Express but open to everyone, for the future of frictionless payments.

If you would like to learn more about how to integrate PwBt please email pwbt@aexp.com

Jonas Sports offer the complete sports enterprise solution, including retail. Find out more at jonassports.com