

Fairmoney's Journey to Flawless Payments with **ZonePOS**

Decentralized Payment Gateway for POS Transactions.



Direct Transaction
Routing



Automated
Reconciliation



Same-Day
Settlement



PTSA
Compliance



zone



FairMoney

Executive Summary

Fairmoney, a leading fintech company in Nigeria, sought to enhance the reliability of its payment processing, particularly at its merchant locations. Being connected to traditional, centralized payment infrastructure meant there was always service issues such as transaction failure, chargebacks, and chargeback fraud; issues that could impact operational efficiency and customer satisfaction. To address these challenges and improve overall payment reliability, Fairmoney integrated ZonePOS, a decentralized PoS Payment Gateway developed by Zone. This case study explores how ZonePOS helped Fairmoney achieve zero chargebacks and prevent chargeback fraud while improving uptime and transaction success rates.

Key Results



Chargebacks Eliminated

Zero chargebacks recorded since go-live.



Chargeback fraud prevented

Zero chargeback fraud since go-live.



Instant Dispute Resolution

100% of disputes are auto-resolved by ZonePOS, requiring no manual intervention.



Service Uptime

Averaged 99.7% uptime, ensuring uninterrupted service across all merchant locations.



Transaction Volume

Scaled to handle 100% of Fairmoney's PoS transaction volumes after integration.



Chargebacks
Eliminated



Instant Dispute
Resolution



Direct
Card Routing



Operational
Uptime



Background and Challenge

Industry Context

In emerging markets like Nigeria, the financial services industry is grappling with the limitations of legacy payment infrastructure—systems originally designed for a significantly lower volume and scale of digital transactions. As the adoption of digital payments accelerates, these traditional frameworks are increasingly strained, resulting in challenges such as high failure rates, slow transaction processing, and chargebacks. These inefficiencies not only increase operational costs but also erode customer trust and satisfaction. Fintech companies like Fairmoney, which are at the forefront of driving financial inclusion and innovation, often find themselves constrained by these systemic limitations, highlighting the urgent need for modern, scalable payment solutions that can keep pace with the demands of today's digital economy.



Fairmoney's Pain Points



Incomplete Transactions

Issues where customers often did not receive value at the POS after being charged by their Bank, leading to a negative experience and operational headaches.



Manual Chargeback Processing

Chargebacks required manual processing, consuming time and resources.



Chargeback Fraud

Unscrupulous cardholders reported invalid chargebacks and attempted to fraudulently claim refunds at the expense of Fairmoney.



High Failure Rates

Transaction failure and the resultant need for customer support affected Fairmoney's reputation.



The Solution

About ZonePOS

ZonePOS is a cutting-edge decentralized Point-of-Sale (PoS) payment gateway built on Zone's regulated blockchain network. Designed to address the limitations of traditional payment infrastructures, ZonePOS revolutionises payment processing by connecting acquirers directly to issuers, eliminating the need for intermediaries such as switches or centralized PTSAs. This innovative approach bypasses failure points and enhances reliability while enabling real-time reconciliation and same-day settlements.

With compliance at its core, ZonePOS seamlessly integrates regulatory oversight by embedding a PTSA (NIBSS) as a node within the network. This ensures that every transaction processed through ZonePOS adheres to CBN guidelines, enabling institutions to meet Payment Terminal Service Aggregator (PTSA) requirements effortlessly. Additionally, automated reconciliation mechanisms eliminate chargebacks and prevent chargeback fraud, delivering a superior and secure payment experience for both merchants and financial institutions.

Why ZonePOS?

Fairmoney chose ZonePOS for its



Direct Card Routing

Zone connects acquirers directly to issuers through its decentralised payment switching network. This architecture optimises the PoS transaction route, and eliminates failure points thereby guaranteeing increased speed and reliability of each transaction for the benefit of merchants, agents and cardholders alike.



No Chargebacks

Zone's advanced PoS payment gateway eliminates chargebacks and prevents chargeback fraud on PoS terminals by auto-refunding customers for unsuccessful transactions and auto-declining fraudulent chargeback claims in real-time — thereby building a foundation of trust and satisfaction among all parties involved.



Same Day Settlement

Settlement of payments from PoS terminals using Zone is effected on the same day and separately for each transaction, ensuring faster availability of funds for both agents and merchants alike, and making it easy to determine when value has been received for any transaction.



Implementation Process

Strategy

The integration of ZonePOS at Fairmoney was a testament to the system's seamless compatibility, robust design, and adaptability to legacy infrastructure. The implementation was structured to achieve rapid integration, minimize disruption, and optimize results from day one. Below is a comprehensive outline of the enhanced implementation process:

Strategic Approach

The implementation followed a phased approach designed to mitigate risk and ensure operational continuity. Key priorities included:

- Immediate integration with Fairmoney's existing systems.
- Tailored configuration to address unique operational needs.
- Real-time monitoring and iterative refinement post-launch.

Implementation Steps

Initial Assessment

Zone’s team conducted a detailed analysis of Fairmoney’s transaction flow to identify key inefficiencies, failure points, and integration opportunities. This laid the groundwork for a customized deployment strategy.

Custom Integration

ZonePOS was adapted to align seamlessly with Fairmoney’s existing infrastructure, eliminating the need for system overhauls. The integration leveraged Zone’s interoperability features, ensuring that Fairmoney could plug into the network with minimal modifications.

Data Migration and Validation

Historical transaction data was carefully migrated to ZonePOS to ensure operational consistency and accuracy. Rigorous testing validated the integrity of the migrated data.

Training and Onboarding

Fairmoney’s staff received hands-on training, which included live simulations to familiarize them with ZonePOS’s functionalities. A dedicated support team was assigned to address any technical queries during the transition.

Go-Live

Before full-scale deployment, ZonePOS was piloted across select Fairmoney merchant locations to validate the integration and fine-tune performance. On completion of integrations, the system was scaled to handle Fairmoney’s full transaction volume.



Addressing Key Challenges

Institution Code Discrepancy

As an OFI, Fairmoney faced challenges with establishing its institution code. This issue was resolved through close collaboration with Zone’s compliance team, ensuring full regulatory compliance.

Specific Reporting Requirements

Fairmoney required custom reports to support their internal operations. These peculiar reporting requirements were documented by the Zone team and delivered strictly according to specification.

Change Management

As an OFI, Fairmoney faced challenges with establishing its institution code. This issue was resolved through close collaboration with Zone’s compliance team, ensuring full regulatory compliance.



Unique Features of Integration

Effortless Compatibility

ZonePOS's blockchain framework is designed for seamless integration with legacy systems. Fairmoney completed its integration in days, transitioning to testing and a go-live stage without delays.

Real-Time Capabilities

The system's ability to deliver same-day settlements and real-time reconciliation set it apart, ensuring faster access to funds and accurate reporting.

Effortless Compatibility

ZonePOS's infrastructure scaled effortlessly to manage 100% of Fairmoney's transaction volume, including peak periods, after integration.



Outcomes

Zero Downtime

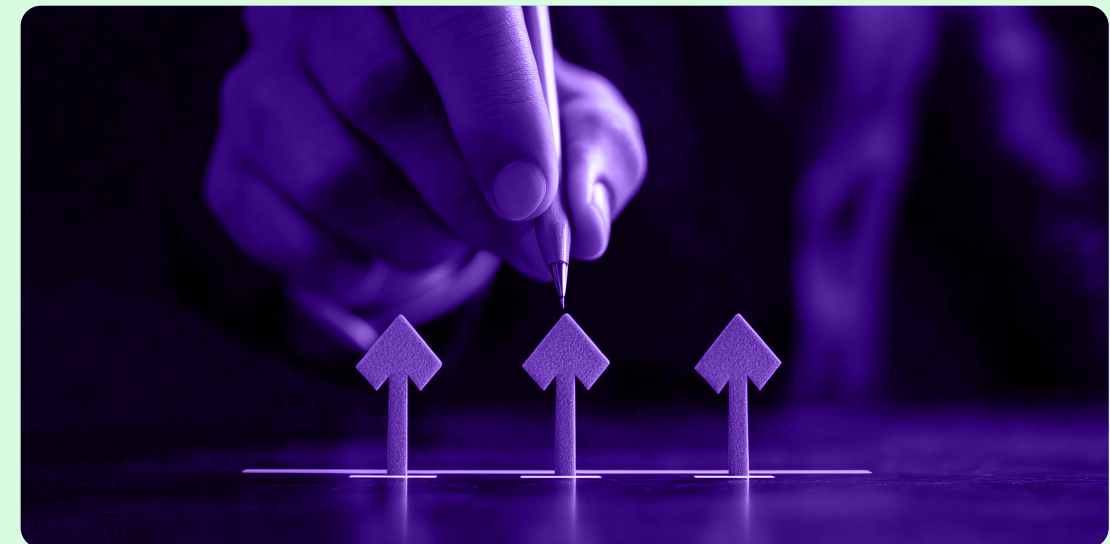
The system recorded 99.7% uptime, delivering uninterrupted service to Fairmoney's merchants.

Operational Efficiency

All disputes were auto-resolved, eliminating manual intervention and reducing operational overhead.

Fraud Prevention

The advanced architecture eliminated chargebacks and prevented fraudulent claims in real-time, building trust with merchants and customers alike.





Instant Dispute
Resolution



Transaction
Volume



Chargebacks
Eliminated



Operational
Uptime

Results and Impact

Quantitative Outcomes



Zero Chargebacks

Since go-live, ZonePOS handled all transactions without a single chargeback—a significant improvement from previous systems.



Zero Chargeback Fraud

Since go-live, ZonePOS handled all transactions without a single case of chargeback fraud.



Instant Dispute Resolution

ZonePOS auto-resolved all disputes, eliminating the need for manual intervention and drastically reducing operational load.



High Scalability

On completion of integration, ZonePOS scaled to process 100% of Fairmoney's transaction volumes, handling peak loads without any issues.



Qualitative Outcomes:

Client Testimonial

The integration of ZonePOS has been a game-changer for Fairmoney. We've seen a complete turnaround in our transaction reliability, and the customer feedback has been overwhelmingly positive."

– Associate Director of Strategy, Fairmoney



Lessons Learned and Best Practices

Key Insights

Customization is Key

Tailoring the solution to Fairmoney's specific needs ensured a smooth integration and immediate impact.

Automation Enhances Efficiency

Automating dispute resolution processes not only improved operational efficiency but also significantly enhanced customer satisfaction.

Collaboration Drives Success

Close collaboration between Zone and Fairmoney was essential in overcoming challenges and ensuring a successful deployment.



Best Practices

Early Stakeholder Engagement

Engaging with stakeholders early in the process helped align goals and set realistic expectations.

Continuous Monitoring

Post-launch monitoring and support ensured that any potential issues were addressed promptly, maintaining the high reliability of the system.



Conclusion

Visionary Statement

The implementation of ZonePOS at Fairmoney has not only resolved long-standing issues but also set a new standard for payment processing in the fintech industry. This case study exemplifies the power of innovation and collaboration in driving transformative change. With ZonePOS, Fairmoney is now equipped to lead the future of merchant payments, ensuring that every payment is fast, reliable, and compliant.

Next Steps

Interested in how ZonePOS can revolutionize your payment processing? Contact us today for a personalized consultation.

For More

information about ZonePOS and other products, visit
www.zonenetwork.com



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