

Case study

Live in days with
in-store payments:
powering 65% of
Nafais' transactions



About Nafais

Nafais is a retail perfume shop based in Limassol, Cyprus, specialising in authentic Middle Eastern fragrances.

With a passion for unique scent profiles, the store offers customers access to high-quality, long-lasting perfumes that are not typically found in European retail environments. From saffron to rose and amber, Nafais provides a more personal, discovery-led shopping experience, helping customers find scents that reflect their individuality.

With a focus on in-store experience and customer service, the business relies on fast, seamless transactions to match the premium nature of its products.

The problem

As a new business preparing to open, Nafais faced a critical operational risk: **no reliable way to accept card payments.**

Despite engaging with other providers early on, delays and bureaucracy meant that as opening day approached, payment infrastructure was still not in place.

In a modern city like Limassol, where card and contactless payments are the norm, this posed a serious threat, including:



Lost sales from customers unprepared to pay cash



A poor first impression for a new brand



Slower early growth during a crucial launch period

Opening without card payments would have significantly impacted both revenue and customer experience from day one.

“Without a reliable way to process card payments, it could have created serious problems from the very first day. In Limassol, most customers prefer to pay by card. Not offering that would mean losing sales and damaging brand reputation.”

Demetra Tsitsi, Owner, Nafais

The solution



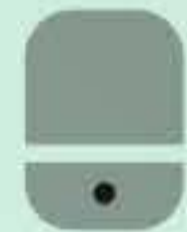
payabl. provided a **fast, reliable in-store and Tap to pay solution**, ensuring Nafais was fully operational before opening.

Within just **2–3 days**, the system was set up and ready to go live.

Key benefits included:



Rapid deployment
with minimal friction



Simple, intuitive interface for immediate staff adoption



Tap to pay functionality for fast, contactless transactions



Hands-on support throughout setup and beyond

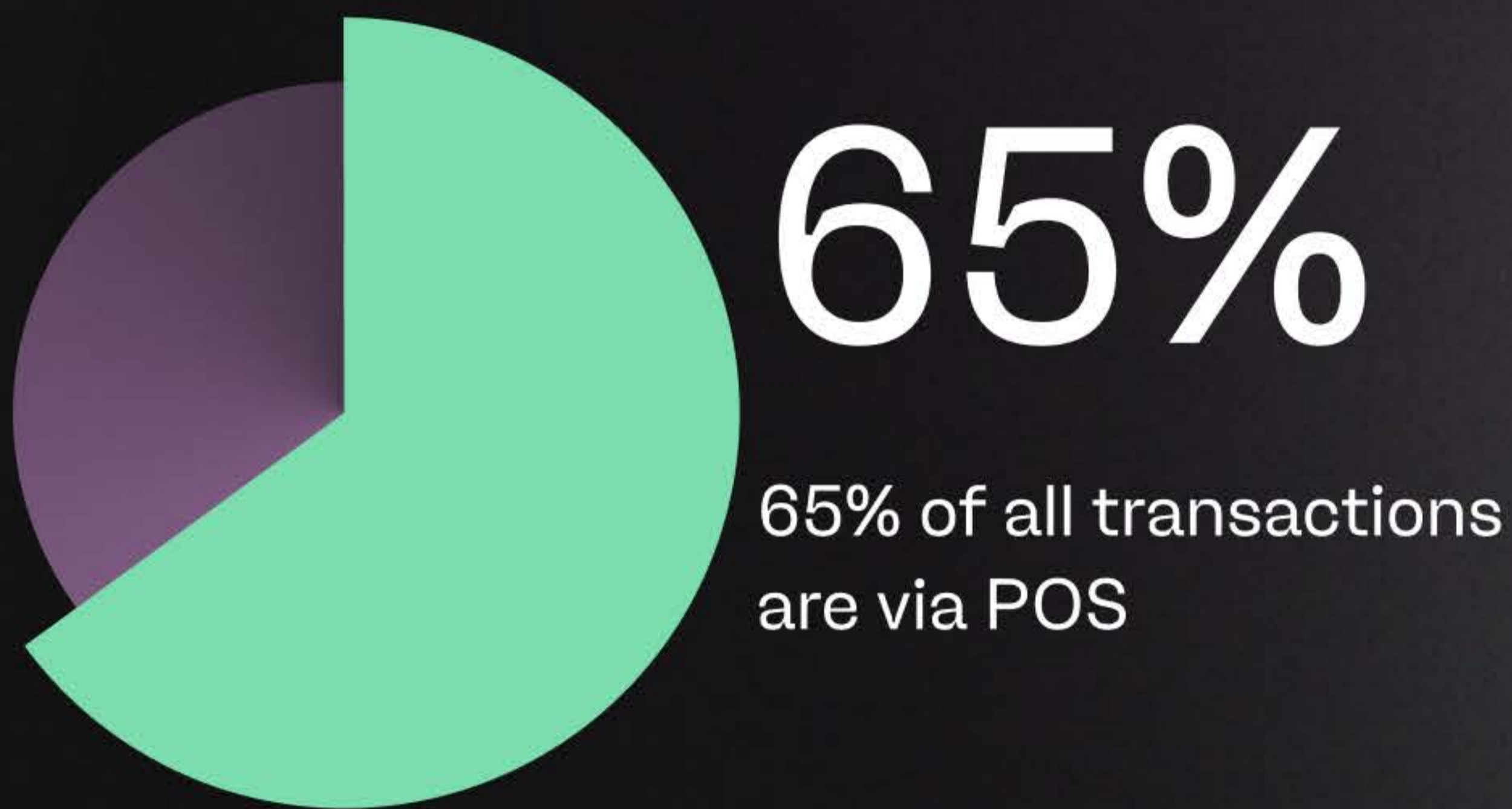
This enabled Nafais to open with confidence, offering customers a modern and professional payment experience from the very first day.

“The payabl. in-store and Tap to Pay solutions were set up within just a couple of days. The process was simple and smooth. Now we can focus more on helping customers find the right fragrance rather than worrying about payments.”

Demetra Tsitsi, Owner, Nafais

The results

Since going live, digital payments have become a seamless part of the in-store experience:



Now:



Customers can pay quickly and easily using card or contactless



The store offers a more professional and premium customer journey



Cash handling admin is reduced



Checkout times are faster, even during busy periods

For Nafais, this has meant smoother daily operations and the ability to focus on what matters most, helping customers discover the right fragrance.

Why switch your business POS terminal to payabl. in-store?



Get paid faster

Receive funds from sales quickly with next-day settlement from your business point of sale system directly to your bank account.



Real humans on hand

Enjoy a POS system support tailored to your business by your dedicated client manager.



Plug and play

Connect your EPOS to your in-store hardware through our existing integrations.



One platform

Monitor your point of sale transactions, gain business insights and generate detailed reports from a single dashboard.



Offer popular payments

Accept payments of all kinds, including debit cards, contactless payments, chip and pin, tap to pay, Visa, Mastercard, American Express, Apple Pay, Google Pay, Samsung Pay.



Connect in-store and online systems

Sell seamlessly across all channels with payabl. in-store POS payment machines, including for contactless payments made with just your phone.



We make money flow

Money powers every decision and opportunity in your business. At payabl., we transform money into flow that drives growth. We connect payments and business accounts in one platform, giving you complete visibility and the tools to navigate any complexity.

