



## Case study

# *Digitizing Business & Consumer Flows* with locally relevant payment methods and white-glove service

BLUETTI, an operating brand of Shenzhen PowerOak Newener Co., Ltd., the 3<sup>rd</sup> largest global portable power station provider and a technology pioneer in clean energy. Today, BLUETTI products can be found in more than 40 different countries and regions around the world.

### The Challenge

Established in the online B2B & B2C space, BLUETTI was looking for a payment acceptance solution that could improve their existing commercials and implementation support.

Impressed by the offering, BLUETTI elected to dedicate resources to integrating the Spring by Citi® end-to-end payment services provider to

create an enhanced consumer payment experience on their website.

Their newly developed website enables distributors to purchase power banks, solar panels and other portable power supply products. The Spring by Citi solution allowed BLUETTI to collect card payments from both B2B and C2B purchasers, while receiving consistent and rich transaction data to aid in their reconciliation and operations process.

### The Solution

Spring by Citi offers the following benefits:

- A white-glove approach during implementation as well as consultation on regional payment nuances such as interchange and scheme fees, market payment mixes and checkout optimization championed BLUETTI in their e-commerce journey.



“Citi’s e-commerce solution is a *very powerful system*.  
Citi’s IT team did a very wonderful job.”

– Max Xu  
PowerOak IT Department Manager

- Citi’s ability to coordinate between cross-country and cluster teams to continuously serve clients who operate globally, played a massive factor in securing and implementing Citi’s online payment acceptance solution.
- By providing a consultative approach to BLUETTI, who had expanded their operations to a new market, but were still not aware of certain regional nuances, it allowed Citi to play a larger role than just their payment service provider, more so an advisor to their global and regional business strategy.

#### The Result

- BLUETTI were incredibly pleased with the level of service and support offered to them by the implementation, product and cash sales teams who worked on the deal.
- Transaction volume is expected to ramp up as BLUETTI begins to route more of its European transactions through the Spring by Citi solution.
- This deal will serve as a gateway opportunity for further markets in Europe as BLUETTI looks to implement a combination of local and cross border acquiring across the region.

“As a trusted treasury bank to leading enterprises, we are always looking for ways to make it easier for our clients to use our solutions and we are constantly innovating to help reduce friction for them. Spring by Citi facilitates online payment acceptance across various markets, enabling clients like PowerOak to save costs and grow fast.”

– Priyanka Gargav  
Spring by Citi Head of Europe, UK, Asia South, Japan, Asia North and Australia (JANA) Clusters