

# The Shilla Duty Free launches Shilla Pay for Korean customers

By **Elena Owyong** on September, 9 2019 | Retailers



The Shilla Duty Free has launched its own payment service Shilla Pay for Korean customers' convenience. The new payment service provides greater benefits for users such as cashbacks and discounts

The Shilla Duty Free has launched its own payment service Shilla Pay for Korean customers to increase customer loyalty by providing greater payment convenience and more exclusive benefits.

Developed with eBay Korea, Shilla Pay allows users to pay with their registered credit or debit card or through direct deposit. eBay Korea is top e-commerce company in Korea. In a press release, The Shilla Duty Free said that it has been improving payment convenience by introducing various payment systems such as Smile Pay, PayCo, Kakao Pay and SSG Pay.

Shilla chose to work with eBay Korea as it wanted to attract new members from Smile Pay, eBay Korea's payment service which has a membership base of 14.5 million. Customers who have used Smile pay at any of eBay Korea's e-commerce platforms Gmarket, Auction and G9, can simply use Shilla Pay with the same password by just accepting its Terms and Conditions of Use, without having to sign up for a new account.

Commenting on the new payment system, an official from The Shilla Duty Free said: "The Shilla Duty Free hopes the introduction of Shilla Pay will make its online store users' shopping more convenient."

"We are planning to steadily expand the benefits for Shilla Pay users, so this can be a point of difference for our online store."

### Benefits of using Shilla Pay

According to Shilla, Shilla Pay provides more incentives than other payment solutions available at The Shilla Online Duty Free. For instance, users earn up to 0.5% LaLa Cash back on their payments. LaLa Cash is redeemable for cash at The Shilla Duty Free.

Customers who pay with a credit or debit card connected to Shilla Pay can earn 0.2% LaLa Cash back and 0.5% Smile Cash, which can both be used for discounts at The Shilla Duty Free. Additionally, Shilla Pay users can enjoy bill discounts of up to 8% and interest-free installments on their credit card payments.

### Shilla Pay launch activities

To celebrate the launch of Shilla Pay, customers who use Shilla Pay by September 30 can participate in a lucky draw. The prizes include a pair of round-trip plane tickets to Los Angeles, a one night stay at The Shilla Hotel Seoul and a two-person dinner at The Shilla Hotel Seoul's Korean restaurant La Yeon. All customers will also be given with KRW 500 (US\$0.42) LaLa Cash when registering Shilla Pay.

Beyond that, Shilla Pay users will receive a bill discount of up to 8% on their credit card payments if they spend over KRW 300,000 (US\$251.60) by September 15 with Shilla Pay-connected Samsung Card, Shinhan Card, KB Kookmin Card or Hyundai Card. A bill discount of up to 10% will be offered on payments by Smile Card.