

Cross border payments made easier; interview with Rob Keve, Flow Co-founder and CEO.



Rob Keve
Flow Co-founder and CEO

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I recently interviewed Rob Keve, Co-founder and CEO of Flow a three-year-old cross border e-commerce platform that he founded with Mike Bryzek. Flow recently announced the expansion of its international payment options to support cryptocurrency payment processing through BitPay, a pioneer in bitcoin and blockchain payments. Rob said, “The main difficulty with cross border purchases is that they are complicated transactions that require a lot of information such as currency exchange rates, import duties, taxes, languages and offering local payment options. In the U.S. merchants are at a disadvantage selling overseas due to not offering payment options popular in other regions. We support more than 60 different payment methods across 200 countries on Flow’s platform and now we are offering a cryptocurrency option through BitPay.”

Flow offers a comprehensive global e-commerce technology solution that provides retailers and brands optional chargeback and fraud protection. “We are consistently innovating and adapting our technology platform to enable retailers to provide a seamless and secure localized shopping experience for their customers anywhere in the world,” said Rob. “BitPay represents a new era in payment technology. Its addition to our platform not only extends our footprint into emerging digital payments but also empowers retailers and brands to dramatically increase conversions by offering shoppers around the world their preferred payment method.”

Rob went on to say, “We are excited about the relationship with BitPay which is international in scope where most of our payment methods are country specific. Now all of our clients can offer bitcoin as an option anywhere cryptocurrency transactions are not prohibited.” I asked if they are considering other virtual currencies and Rob said, “We are looking at all payments options that are popular. However, cash-on-delivery continues to be popular in cash intensive countries, but the driving force is always the payment method and settlement time.”

Using BitPay, businesses receive final settlement directly to its bank account. There is no cryptocurrency price volatility or risk to the company. As a push transaction, the user sends the exact amount of Bitcoin or Bitcoin Cash needed to pay the bill. This eliminates traditional credit card fraud and identity theft risks associated with credit cards. BitPay enables transactions from any computer or mobile device making it convenient for customers around the world.

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