



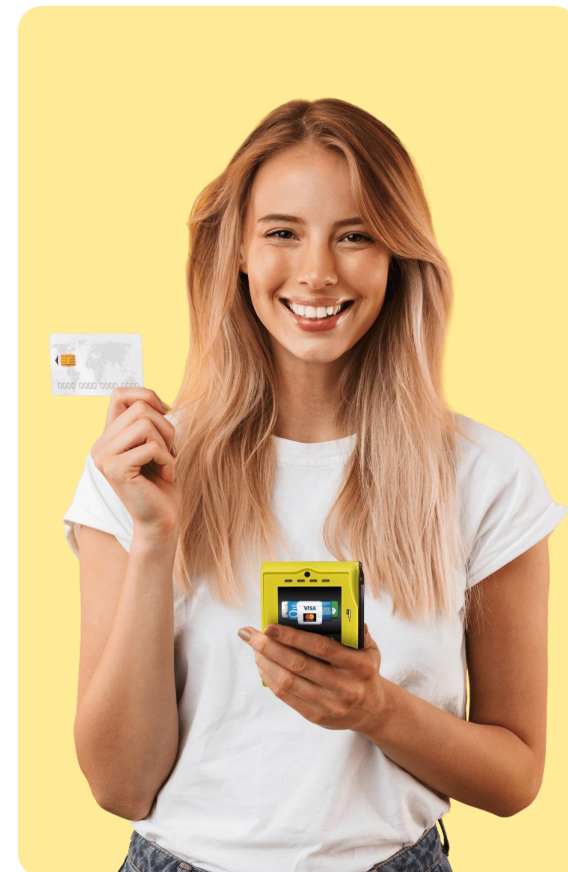
Operational Excellence: Process Optimization & Customer Success Framework

- Device Transfer
- Onboarding
- Technical support
- RMA
- CSM

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设备转移流程&开户

VPOS系列产品 & Uno-mini产品

设备转移与开户 — 流程说明

设备转移

在 Nayax 系统中将设备的所有权从 OEM 转移到实际经营者。

- 每次销售设备都需要进行转移
- 通过 Titan 页面在线提交

开户 (KYC)

实际经营者根据当地金融法规，提供材料进行 KYC 后在 Nayax 平台设立运营账号。

- 每个经营者在每个区域只需开户一次
- 需满足当地 KYC 合规材料要求



预计时长



设备转移 约 7 个工作日



开户 约 35 个工作日



建议：若销售给新客户，建议在发海运之前提前启动设备转移及开户流程，避免货到当地后因转移或开户未完成而无法正常运行。

VPOS系列产品转移至全球目的地 & Uno-mini转移至北美

由发起方发起，使用Titan表格填写

Machine manufacturers
OEM制造商

Machine resellers
分销商

Machine operator
实际运营者

注意：最终设备必须转移给实际运营者才能开户

Nayax

Your Information

New Customer Information

* Company Name	Company Legal Name	* Email
* First Name	* Last Name	* Phone Number
		📞 🌐
* Country	* City	* Address
* Post code		

★ Product Type

★ Number of Sold Devices

Serial Number(S)Industry

What are you selling?

Existing machine to be duplicated

Machine Protocol

SEND

Titian中的实际运营者信息需要OEM制造商或者分销商填写。

Uno-Mini 转移至全球除北美（仅需运营商发起）

Machine manufacturers
OEM制造商（无需操作）

Machine resellers
分销商（无需操作）

Machine operator
实际运营者



经营者直接请求转移
Titan填运营商信息



First time customer?

Open your first account and
activate your device



Already a Nayax customer?

Activate your device



注意：最终设备必须转移给实际运营者才能开户

Uno-Mini 转移至全球除北美（仅需运营商发起）

Your Information

* Company name

* Email address

* First name

* Last name

Company legal name



* Country

* City

State / Province

* Address

* Post / Zip code

* Phone Number



Device Information

* Number of machines

* Industry

* Nayax device serial number/s

* Support model



Drag and drop, or browse your files

1.Nayax support: Support provided by Nayax or its local partner, in the local language and time zone.
This option will include Nayax monthly service fee per device.

2.Machine manufacturer support: Support provided by the machine manufacturer, according to its terms.
This option will include a lower Nayax monthly service fee per device.

开户：机器运营商在 Nayax 开户运营（Onboarding）

新开户（Onboarding + Transfer）

在当前地区第一次运营，需要执行开户流程。开好户后，由 OEM 制造商或者经销商将设备转移给实际运营者就可以开始正式运营。

已开户（Transfer Only）

已经开户过的经营者，后续只需要由 OEM 制造商或者经销商将设备转移给实际运营者即可，无需再次执行开户流程。

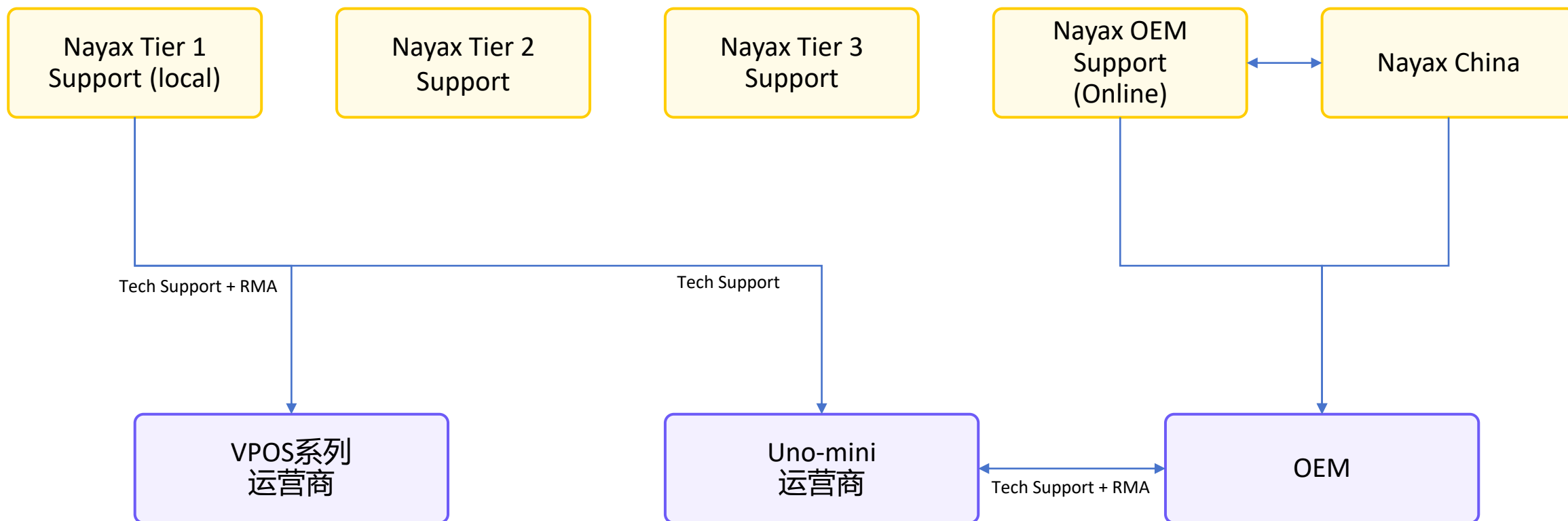
北美与欧洲的 KYC 要求 · [regional-kyc-requirements-for-onboarding](#)

跨多个国家（地区）经营，需要在每个国家（地区）单独开户

Technical support & RMA

VPOS系列产品 & Uno-mini产品

运营: 技术支持的角色分工



Embedded RMA Process

Version 2.0

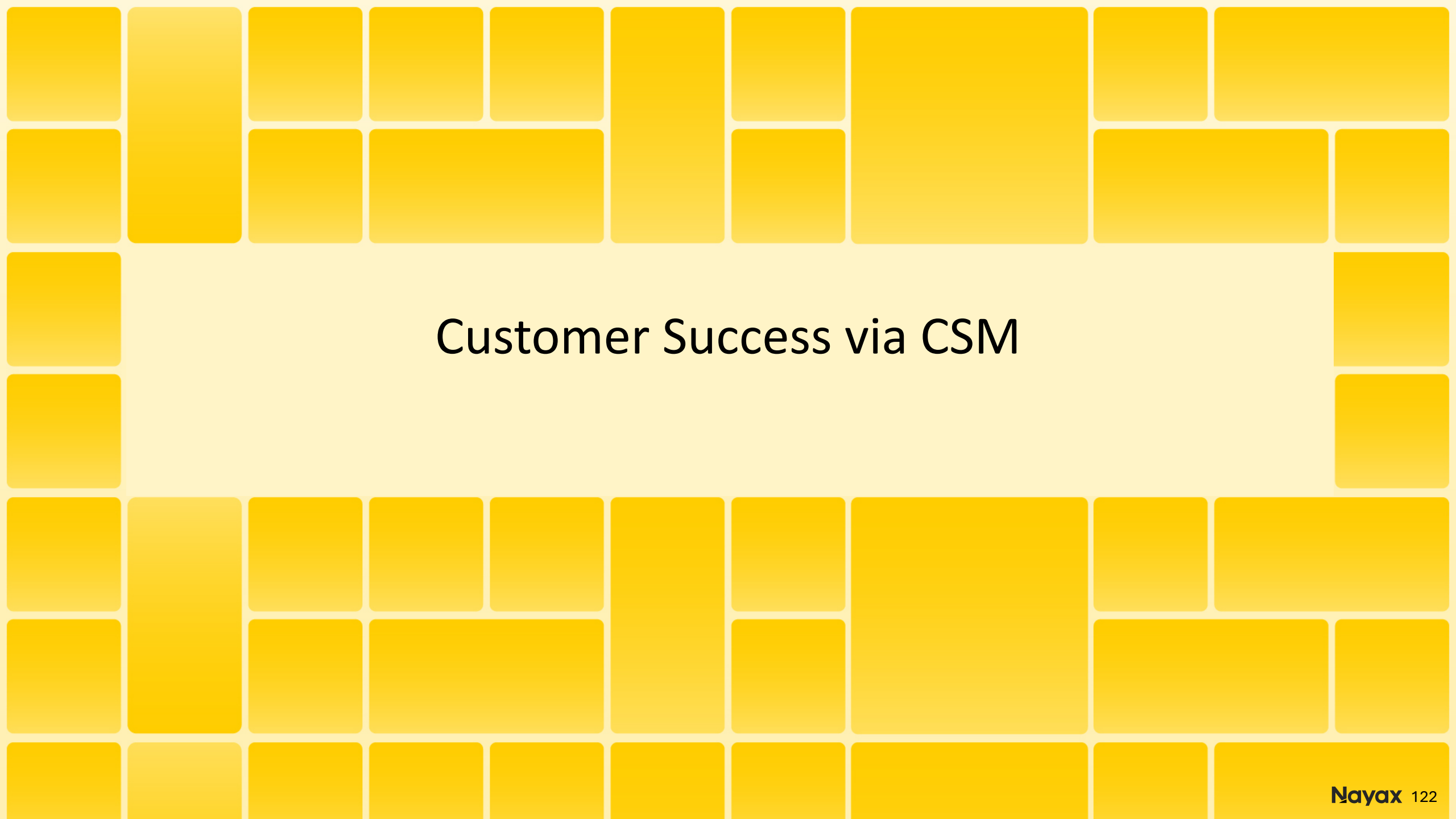
GENERAL

- OEM will be responsible for providing machine maintenance, including Nayax device replacement in case of an RMA.
- Unless instructed otherwise, OEM will be asked to scrap faulty Nayax devices.
- Nayax will support the OEM with 2% FOC replacement devices for each order above 100 units.

PROCESS

#	Owner	Task	OK	NOK
1.	OEM	Analyze the problem remotely.	✓ Problem solved	✗ Open ticket at oemsupport@nayax.com
2.	Nayax OEM team	Analyze the problem remotely.	✓ Close ticket	✗ Instruct OEM to replace faulty devices.
3.	OEM	Collect machines and replace faulty devices from own stock. Submit RMA form.		
4.	Nayax OEM team	Core setup: • Disable faulty devices • Attach replacement devices to machines.	✓ Close ticket	

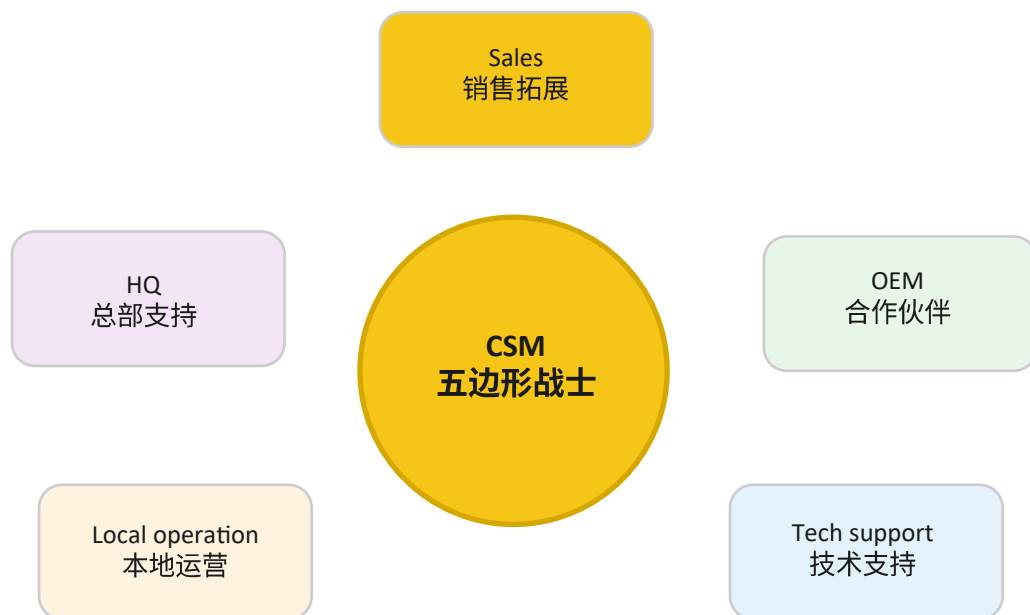
★ RMA form: "OEM Device Replacement Report" — Item, RMA Serial Number, Part Number, Reported Problem, Replacement Serial Number, Part Number.

A decorative border composed of yellow squares of various sizes, arranged in a grid-like pattern around the central text. The squares are in two shades of yellow, creating a subtle gradient effect.

Customer Success via CSM

CSM 客户成功经理：是什么 & 目标是什么？

What is CSM?



What is Goal of CSM?



何时需要 CSM 介入？

01

Business Advisor

业务顾问

- 全球覆盖支持
- 本地支付法规咨询
- 本地支付方式建议
- 市场洞察与动态更新

02

Operational Excellence

卓越运营

- OEM 及运营商最佳实践
- 培训 OEM 运营及支持团队
- 赋能 OEM 使用自助服务工具

03

Tech-Support Liaison

技术支持协调

- 协助定位问题及可能原因
- 加快排查效率
- 协调各方推动问题解决

CSM Case Study

CSM 实战案例

01

Monitor Dashboard

监控仪表板搭建

- 帮助客户建立后台账号，实现日常活动监控
- 提供交易性能与设备状态的可视化视图
- 梳理并优化工厂预检流程

02

Multi-stakeholder Alignment

多方协调与对齐

- 打通 OEM、客户与 Nayax 本地实体之间的信息流
- 确保各方遵循相同的协议与期望
- 建立工单提交与跟进的标准流程

03

360° Customer Service

360° 客户服务

- 端到端覆盖：技术支持、账单与开户
- 提供 BI 报告，支持数据驱动决策
- 深度理解业务，成为客户的共创合作伙伴



Thank you!

Adriana Zhu

Bright Chen

