

# Online Consumer Application – FAQs

## What is your Online Consumer Application?

Your Online Consumer Application is an initiative to help small businesses increase sales by offering customers the ability to apply for financing and get access to promotional offers online while browsing your website. This is not a new product; we've simply improved the process. It's just another way Synchrony is changing what's possible for small business.

## What's the benefit of the online consumer application for my business?

You will receive a personalized URL where:

- Customers can apply and get an approval decision before shopping with you.
- Your associates can spend their time assisting with sales instead of dealing with credit applications.
- Conveniently track online applications. Log in to Business Center to check and see who has applied.
- It's easy to add the assets to your website and social media pages.

You can take advantage of My Customer List to use your new URL in a campaign. Go to [bc.syf.com](https://bc.syf.com) and log in (for more information, visit [gosyf.com/3klRN73](https://gosyf.com/3klRN73).)

***Did you know** that 75% of shoppers tell us they start their research online before making a purchase? \* Not only will they see you offer financing, but they can apply from the privacy of their own home before they start shopping.*

## What will my customers see after they apply for credit?

Your customer will receive a real-time notification that states their application has, has not been or pending approval.

[View Here](#)

## What kind of materials and assets will be available to me?

Currently we have the 'GET STARTED' button (coded with your unique link to apply) ready for use on your website. Future assets coming soon:

- Banner for your website (coded with your unique link to apply)
- Bricks for your website (coded with your unique link to apply)
- Social media graphics
- Email templates
- And more!

## What if I don't have a website or Facebook page?

No problem, your personalized URL can also be effective within an email or other digital marketing campaigns.

## How do I get started?

We'll send you an email with your instructions. If you do not receive an email after you send your request, please contact [eCommerce@syf.com](mailto:eCommerce@syf.com).

Or go to [synchronybusiness.com/mmc-assets.html](https://synchronybusiness.com/mmc-assets.html) to enter your MID (merchant ID) in the textbox to download your assets.

## What if I have technical issues or questions? Who do I contact?

If you need assistance, please contact [eCommerce@syf.com](mailto:eCommerce@syf.com).

## Will Synchrony be providing internet access?

Merchants need to provide their own internet access.