Claims

1. A computerized method for financial institutions to customize software applications for consumer payments, the method performed by a payment network system and comprising:

receiving, from a financial institution, a request to customize a software application provided by the financial institution to consumers for consumer payments from the consumers to businesses, the request comprising identification data of the financial institution;

retrieving, from an application services database, details of a set of application services available for integration into the software application, the application services associated with consumer payments, the application services further associated with a predefined set of digital touch points representing stages of payment journeys of the consumers with businesses;

communicating, to the financial institution, the application services details for selection by the financial institution, said selection by the financial institution based on one or more of the digital touch points;

receiving, from the financial institution, details of the application services selected by the financial institution;

generating a customized solution package comprising the selected application services; and

communicating the customized solution package to the financial institution for integrating the selected application services into the software application.

2. The method according to claim 1, further comprising simulating the selected application services to the financial institution.

3. The method according to claim 1 or 2, wherein the request further comprises data of a target consumer segment, and the set of application services is availed based on the target consumer segment data.

4. The method according to claim 3, wherein the target consumer segment data relates to at least one of demographics, mobile connectivity, financial services accessibility, location, and education level.

5. The method according to any one of claims 1 to 4, wherein the application services database comprises application services obtained from independent service providers.

6. The method according to any one of claims 1 to 5, wherein the customized solution package comprises a set of application program interfaces (APIs) of the selected application services and a set of software development kits (SDKs) for integrating the selected application services into the software application.

7. The method according to claim 6, wherein the SDKs comprise a client-side SDK for integrating the selected application services into the software application executable by consumer electronic devices.

8. The method according to claim 6 or 7, wherein the SDKs comprise a server-side SDK for integrating the selected application services into an application server hosting the software application.

9. The method according to any one of claims 1 to 8, wherein the application package further comprises instructions of an orchestration engine for the financial institution to facilitate integration of the selected application services with other application services / assets of the financial institution in the software application.

10. A non-transitory computer-readable storage medium storing computer-readable instructions that, when executed, cause a payment network system to perform steps of a method according to any one of claims 1 to 9.

11. A payment network system for financial institutions to customize software applications for consumer payments, the payment network system comprising:

a request module configured for:

receiving, from a financial institution, a request to customize a software application provided by the financial institution to consumers for consumer payments from the consumers to businesses, the request comprising identification data of the financial institution;

a database module configured for:

retrieving, from an application services database, details of a set of application services available for integration into the software application, the application services associated with consumer payments, the application services further associated with a predefined set of digital touch points representing stages of payment journeys of the consumers with businesses;

a selection module configured for:

communicating, to the financial institution, the application services details for selection by the financial institution, said selection by the financial institution based on one or more of the digital touch points; and

receiving, from the financial institution, details of the application services selected by the financial institution; and

a packaging module configured for:

generating a customized solution package comprising the selected application services; and

communicating the customized solution package to the financial institution for integrating the selected application services into the software application.

12. The payment network system according to claim 11, further comprising a simulation module configured for simulating the selected application services to the financial institution.

13. The payment network system according to claim 11 or 12, wherein the request further comprises data of a target consumer segment, and the set of application services is availed based on the target consumer segment data.

14. The payment network system according to any one of claims 11 to 13, wherein the customized solution package comprises a set of application program interfaces (APIs) of the selected application services and a set of software development kits (SDKs) for integrating the selected application services into the software application.

15. The payment network system according to claim 14, wherein the SDKs comprise a client-side SDK for integrating the selected application services into the software application executable by consumer electronic devices.

16. The payment network system according to claim 14 or 15, wherein the SDKs comprise a server-side SDK for integrating the selected application services into an application server hosting the software application.

17. The payment network system according to any one of claims 11 to 16, wherein the application package further comprises instructions of an orchestration engine for the financial institution to facilitate integration of the selected application services with other application services / assets of the financial institution in the software application.

18. A user interface accessible by financial institutions to customize software applications for consumer payments, the user interface hosted on a payment network system and configured for performing steps comprising:

communicating, to the payment network system, a request from a financial institution to customize a software application provided by the financial institution to consumers for consumer payments from the consumers to businesses, the request comprising identification data of the financial institution;

presenting details of a set of application services available for integration into the software application, the application services associated with consumer payments, the application services further associated with a predefined set of digital touch points representing stages of payment journeys of the consumers with businesses;

selecting, by the financial institution, one or more application services for integration into the software application;

communicating, to the payment network system, details of the application services selected by the financial institution, said selection by the financial institution based on one or more of the digital touch points; and

availing a customized solution package generated by the payment network system, the customized solution package comprising the selected application services,

wherein the customized solution package is downloadable by the financial institution for integrating the selected application services into the software application.

19. The user interface according to claim 18, the steps further comprising presenting a simulation of the selected application services.

20. The user interface according to claim 18 or 19, the steps further comprising receiving, from the financial institution, data of a target consumer segment, wherein the target consumer segment data is included in the request and the set of application services is availed based on the target consumer segment data.