1Pay.pk Issues Payment Link Guidance for Social Sellers

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KARACHI, PAKISTAN - September 14, 2026 -
1Pay.pk, the payment aggregation and technology brand of Setlexor Services (Private) Limited, has set out payment link guidance for merchants taking orders through social media and messaging channels in Pakistan. The statement explains how an order agreed in conversation can remain traceable when the customer moves to a separate payment page.

The guidance focuses on the handover between the sales conversation and the payment record. A seller may have the product description, delivery address and agreed amount in one place while the payment result appears elsewhere. The company recommends establishing an order reference before sending a payment request so that staff can connect those records without relying on memory.

Before a link is shared, the merchant should confirm the goods or services being purchased and the amount the customer has agreed to pay. Delivery charges and any other applicable amount should be clear at that point. If the order changes, staff need a documented way to correct the request and explain which payment instruction remains valid.

The statement recommends that businesses identify who may create and send payment requests. A conversation handled by several staff members should still have an accountable owner, particularly when a customer changes an order or asks to pay later. The operating record should show which request was sent and which transaction was eventually associated with it.

Customer communication should identify the merchant and explain why payment takes place on a separate page. Where a customer is unsure about a request, the business should provide a way to confirm it through an established contact channel. A message should not imply that the name of a social platform represents approval of the payment arrangement.

?A sale that starts in a message still needs a clear order record and a confirmed payment result,? said Arshad Syed Muhammad, Founder and CEO of 1Pay.pk. ?The payment link is one step in that process. The merchant remains responsible for explaining the order, checking its status and handling the customer's questions.?

The company advises merchants to use the confirmed status available through their approved payment arrangement before releasing an order. A customer screenshot or a return page alone should not determine fulfilment. The company's earlier integration announcement, published on August 26, 2026, described payment links among the options available to eligible merchants at https://pressadvantage.com/story/101871-1pay-pk-launches-unified-merchant-payment-integration. This statement applies that operating context to orders agreed through social and messaging channels.

An interrupted payment requires a clear next step for both the seller and the customer. Staff should check the existing attempt before issuing another instruction, and records should distinguish a request that was sent from a transaction that was confirmed. The statement does not assume that every service offers automatic link expiry, cancellation or duplicate-payment controls.

Payment information should remain within the channels designated for that purpose by the approved provider. Sellers should not ask customers to place card security codes, wallet passwords or one-time authorization codes into an ordinary sales conversation. Staff training should explain how to redirect a customer who attempts to share sensitive information through a message.

The same operating record should support enquiries after payment, including delivery questions and refund requests. The merchant needs to retrieve the original order, the confirmed transaction and the responsible contact without asking the customer to reconstruct the entire conversation. Access to those records should be limited to staff whose work requires it.

1Pay.pk describes payment links among its merchant service options at https://1pay.pk/services. This statement does not announce a new integration with a social media or messaging platform, guarantee approval for informal sellers or remove merchant documentation requirements. Payment methods and link functions must be confirmed for the specific business before use.

1Pay.pk is a brand of Setlexor Services (Private) Limited providing payment aggregation technology and merchant connectivity. Relevant licensed partners perform regulated payment activities under the applicable agreements. Merchant eligibility, service availability, refund arrangements and settlement conditions remain subject to onboarding, partner approval and the agreed commercial terms.

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1Pay

1Pay is a payment gateway service provider dedicated to simplifying the way businesses accept, manage, and process payments.

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