



# Lazada跨境支付方式

**WORLDFIRST**

2017. 11. 14



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# World First 简介

- **什么是 World First?**

World First是市场领先的跨境支付公司，为电商卖家、个人以及公司客户提供简易便捷的跨境支付方式。

- **World First 跨境支付:**

- 拥有超值的汇率
- 快速开通包括美元、欧元、英镑、日元、人民币以及加元的国际收款账户
- 提供优质客户服务：线上及热线



# World First 简介

- **客服电话**
  - 中国 : 400-683-3912
  - 英国 : 20 3411 6532
  - 香港: 3959 4868
  - 美国: 737 226 5240
  - 新加坡: 6805 4381
  - 日本: 0800 222 2098
  - 澳大利亚: 1 800 701 540
- **工作时间:** 09:00 – 18:00 (周一至周四)  
09:00 – 17:00 (周五)
- **免费开户。**您可通过以下方式了解更多费用详情。
  - 电邮 : [etailers.asia@worldfirst.com](mailto:etailers.asia@worldfirst.com)
  - 网址 : [www.worldfirst.com](http://www.worldfirst.com)

微信二维码 :





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- 账户对接流程



# 账户对接流程

## 1. 登录卖家中心

LAZADA SELLER CENTER Malaysia English

Dear Sellers,  
Welcome to Lazada Seller Platform

[Visit Lazada University today.](#)

You will no longer be lost and helpless while selling! Watch tutorial videos and access relevant documents when needed.

You can even sign up for some personal coaching!

GET IT ON Download Lazada Seller Center App today on google play. Never lose a business opportunity again when you are away from your computer.

**Login**

email

password

Submit

[Forgot Password?](#)

## 2. 在“My Account”中点击“Profile”

LAZADA SELLER CENTER Malaysia English Products Orders Promotions Finance Analytics

**Pending Orders**  
0  
Since > 24h 0  
Since 12 - 24h 0  
Since < 12h 0  
Daily order volume limitation (OVL) 100

**Your Rating**  
0  
Cancellation rate  
Ready to ship < 24h  
Return rate  
Shipped in 48h

**Sales Summary**  
RM  
Sales today 0.00  
This week 0.00  
This month 0.00

**New Products**  
21  
Rejected products - Poor Quality 0  
Rejected products - Image Missing 21  
Approved products 0  
Pending products 0

**My Account**  
Profile  
Manage Users  
Document Template  
Account Settings  
**Seller Support**  
Lazada University  
Seller Community  
Support Center - FAQ  
API Documents  
API Reference



# 账户对接流程

3. 点击“Payments”

4. 在 “World First” 下点击“Register”（注册）

LAZADA SELLER CENTER | Malaysia English | Products | Orders | Promotions | Finance | Analytics

Home > My Account > Profile

### Profile

General | Seller Logo | Commissions | Shipping | Brands | **Payments**

**Payoneer**  
Click the button to register a Payoneer account.

**World first**  
Click the button to register a World first account  
World first ID    
[Click here to know about World first.](#)



# 账户对接流程

4. 点击“Register”之后，跨境卖家将直接转到“切换到/使用World First” 申请页面

1 未有 World First 账户的卖家，请点击此处链接到 World First 网页。  
( 详情查看[下一页](#) )

2 已有World First账户的卖家，请仔细填写下面的所有信息

### Switch to / Use World First

#### 切换到/使用 World First

I. If you do not have a World First account, please click below link to register **如您没有World First账户，请点击下面的链接注册：**  
<https://www.worldfirst.com/uk/online-sellers/lazad...>

II. If you have a World First account already, please fill in detail below **如您已经是World First的用户，请提供以下信息：**

**MY Seller Center Name 马来西亚卖家中心店名\***  
  
Please make sure you input your FULL Seller Center Name 请确保你输入卖家中心店铺的全名

**MY Seller Center ID 马来西亚卖家中心ID\***

**Legal Entity Name 公司名称\***  
  
Please make sure Legal Entity be same as the entity registered with Lazada 请确保公司名称与您在Lazada注册时的一致

**World First login email World First 登入邮箱\***

**World First Account ID World First 帐号ID\***  
  
Reminder: ID ends with "Z", e.g. 1122334455Z 提示：帐号 ID以"Z"结尾，例如1122334455Z

**Store Link 店铺链接\***

**Reason of using World First 使用World First的原因\***

Submit 提交





# 账户对接流程

- 未有 World First 账户的卖家，在点击“Register”之后，请在 [World First 官方网站](#) 上点击“注册”按钮。
- 注册成功后，再回到“切换到/使用World First”申请页面填写信息。

The screenshot shows the World First website interface. At the top, there is a navigation bar with the World First logo, a language selector (English), and links for '我们的服务', '费率与工具', '关于我们', and '联系我们'. There are '注册' (Register) and '登录' (Login) buttons. Below the navigation bar is a hero image of a woman in a clothing store. Underneath the image are links for '迎新大礼', '为什么选择Lazada?', '收费及费用', and '收款账户'. The main content area features a section titled '在Lazada平台上销售?' (Sell on the Lazada platform?). It includes the Lazada logo and the tagline 'Effortless Shopping'. The text states: 'World First为您提供Lazada海外收款账户, 帮您拓展东南亚在线市场, 助您面向五个国家逾5.6亿的消费者'. There is an '立即开始' (Get started) button and a phone number '+86 400 120 9075'. Below this are two promotional boxes: '新旧客户, 费率1%封顶\*' (New and old customers, 1% fee cap\*) and '新客户可享100美元奖励' (New customers can enjoy a \$100 reward). The bottom section is titled '为什么选择Lazada?' (Why choose Lazada?) and contains text about the partnership with Lazada. A '用户反馈' (User feedback) button is visible on the right side of the bottom section.



# 账户对接流程

5. 当您的 World First 账户成功对接之后，卖家中心将会显示注册ID（Email ID或者特定 World First ID），以及显示“Connected”已对接状态。

The screenshot shows the Lazada Seller Center interface. At the top, there is a navigation bar with the Lazada Seller Center logo, language and location settings (Malaysia, English), and menu items for Products, Orders, Promotions, Finance, and Analytics. Below the navigation bar, the breadcrumb trail reads "Home > My Account > Profile". The main heading is "Profile", and the "Payments" tab is selected. Under the "Payoneer" section, there is a "Register" button. Under the "World First" section, the text states "Your registration with World First is active." Below this, the "World First ID" is displayed as "abc@xyz.com" in a text box, followed by the status "Connected" in green text. A red box highlights the ID and status.