

The Shift to a Contactless World

What is a contactless payment?

A contactless payment allows consumers to purchase products or services using a debit or credit card without physically swiping or inserting the card into a point-of-sale device, signing their names, or entering PINs. This type of payment method is also called “tap-and-go” and “tap-to-pay.” NFC, or Near Field Communication, allows compatible devices to communicate with each other at short range using radio frequencies.

Ways to make contactless payments



WITH A MOBILE WALLET

Upload your credit, debit, gift, or reward card information to a mobile wallet app on your device. After inputting your payment information, you can use the mobile wallet to make purchases via NFC. Mobile wallets can be used with devices including smartphones, smart watches, fitness trackers, tablets, and key fobs; popular mobile wallets include Apple Pay®, Google Pay™, and Samsung Pay.



WITH A PHYSICAL CREDIT /DEBIT CARD

Tap or wave your NFC-enabled card at the point-of-sale (POS) device to make your purchase.



WITH ONLINE ORDERING OR AN IN-APP PURCHASE

Place orders online using the checkout page of a website or app, and choose contactless delivery or an alternate pick-up method.

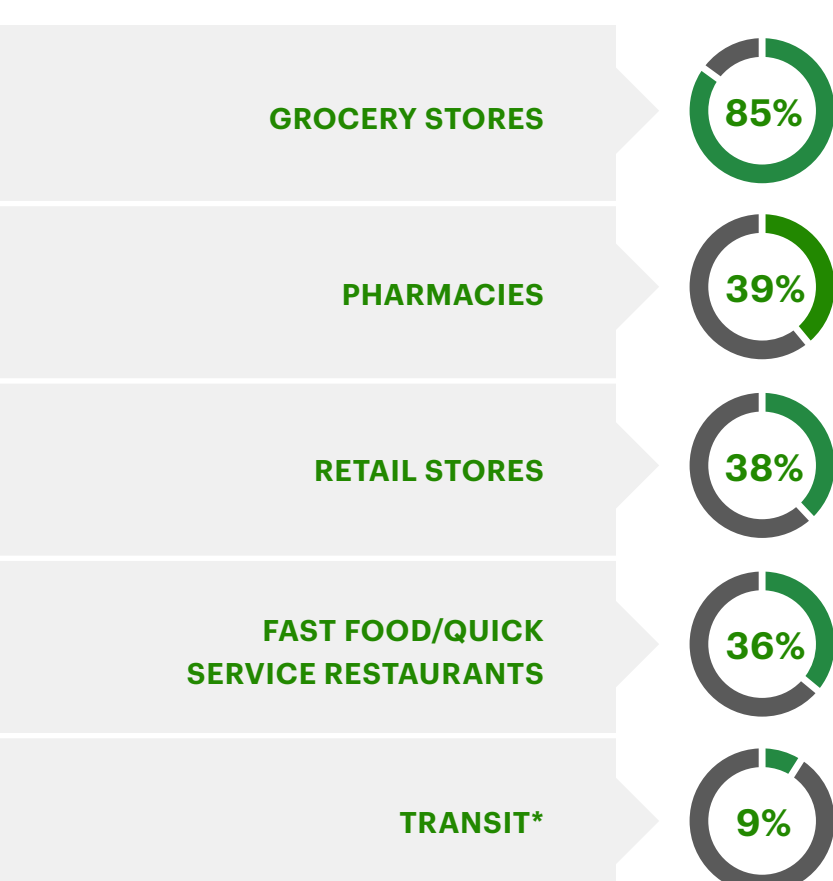


WITH YOUR MOBILE PHONE OR LAND LINE

Call in your order and provide your payment information over the phone, and choose contactless pick-up or an alternate delivery option.

Where do customers make contactless purchases?

According to one recent study, consumers make contactless purchases most frequently at the following businesses:



How can contactless payment options improve the shopping experience?

FOR CUSTOMERS:

Greater convenience: 69% of users find contactless transactions more convenient than using cash
fool.com/the-ascent/research/contactless-payments

Cash-free: 55% of Americans are concerned about handling cash
fool.com/the-ascent/research/contactless-payments

Socially-distant: No need to touch a device or any other surface to complete the transaction

FOR MERCHANTS:

Faster transactions and operational efficiency: Contactless payments can be completed up to **10 times** quicker than other payment methods.
mastercard.com/news/press/press-releases/2020/april/mastercard-study-shows-consumers-globally-make-the-move-to-contactless-payments-for-everyday-purchases-seeking-touch-free-payment-experiences

Higher customer satisfaction: **85%** of mobile wallet users say they'll still make contactless payments two years from now
fool.com/the-ascent/research/contactless-payments

Growing opportunity: **51%** of Americans use some type of contactless payment. Contactless card payments are expected to increase 800% between 2020 and 2024
cnbc.com/select/mastercard-survey-contactless-payments-prnewswire.com/news-releases/north-american-online-payments-market-insight-2020---covid-19-drives-a-shift-to-contactless-payments-301056589.html

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* may be low because many employees work from home
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