

5 Ways Merchants Can Prepare for the Holiday Season Shopping Madness

1 EMV EDUCATION



33%

of US cardholders who tried using an EMV chip card at the point of sale were not aware of the correct way to use them.¹

Using signage or other forms of educational material at the checkout will help consumers be more prepared and will also help reduce line bottlenecks.

2 ENHANCE PAYMENT SECURITY

42%

of consumers say their purchasing decisions are affected by a security breach.²

Merchants can benefit from a multi-layered security approach with point-to-point encryption (P2PE) and tokenization that will help protect their business and their customers from data breaches.

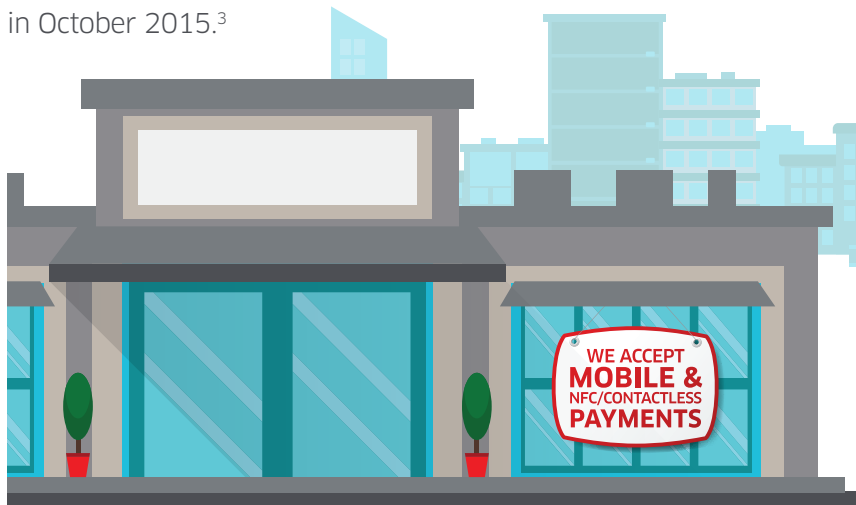


3 ACCEPT MOBILE & NFC/CONTACTLESS PAYMENTS

Apple Pay adoption in the US has grown from **13.1%** in June 2015 to

16.6%

in October 2015.³



77%

of consumers positively discussed new digital payment methods in shopping and retail related conversations. They specifically highlighted their preference for no longer needing to take their wallet on every trip and instead, being able to use mobile payments when they travel.⁴

Merchants can speed up the checkout process and give their business a competitive edge by accepting mobile & NFC/contactless payments.

4 REACH MORE CUSTOMERS THROUGH OMNI-CHANNEL & MULTI-CHANNEL

48%

of consumers plan to buy at least one item online on Black Friday.

94%

of the shoppers plan to buy at least one item from a traditional brick and mortar store.⁵



77%

of retailers expect a digital revenue increase of **16%** over last year.²

Reaching the customer through multiple channels and providing them with a seamless payment experience across all touch points will provide merchants an edge during a busy holiday season.

5 ENABLE LINE BUSTING WITH MPOS

EASE OF CHECKOUT #1 IN-STORE FEATURE

shoppers want this holiday season.²

Line busting and in-aisle client servicing can help merchants make the checkout process much more efficient, while preventing customers from abandoning their carts due to long checkout lines.



SOURCE LINKS

¹ http://info.ingenico.us/emv_survey_executive_summary-sm_

² <http://www.pwc.com/us/en/retail-consumer/assets/pwc-2016-holiday-report.pdf>

³ <http://www.pygments.com/news/2015/new-apple-pay-adoption-numbers/>

⁴ <http://newsroom.mastercard.com/press-releases/new-global-retail-study-reveals-consumer-demand-for-new-ways-to-pay/>

⁵ <http://bestblackfriday.com/blog/black-friday-2015-and-holiday-shopping-survey/>