# MOBILE PAYMENTS MADE EASY

### Zapp chief executive Peter Keenan says online checkout needs to get slicker

Every day, British shoppers abandon 33,000 baskets online, costing retailers £1bn annually, according to Experian.

Among the biggest turn-offs for consumers are slow and complicated checkout processes, accounting for 40% of dropouts (Brand Perfect), while nearly one in five shoppers leave because of payment security concerns (Statista).

Making a payment online is a pain. You have to fill in your personal details, find your wallet, enter long card numbers, remember passwords, and then the dreaded conversion-killer – the 3D Secure code. All the while, you're hoping your session doesn't time-out and that your details aren't being harvested by a hacker. It's challenging enough on a PC, but on smaller screens even more so. 20 years after the first online transaction, it's really surprising that making a purchase is still so long-winded.

Resolving this matters, and retailers that fix it stand to gain significant commercial advantage. According to Ofcom, Brits spend more online than consumers in any other country. And the web is becoming the central 'cash register' of sales that are actually completed in the physical world, like those made via click-and-collect services.

The solution is to deliver faster, simpler and more secure payments, using something that is always with us (even more so than our wallet or purse): our smartphone.

At Zapp we're close to launching the first payment initiative that connects a shopper's bank account directly to a retailer via their mobile phone. No confusing new sign ups, no new passwords, just a smartphone and an existing banking app.

Consumers simply click 'Pay by Zapp' on a retailer's site and the payment will then be processed via their existing mobile banking app in near-real-time, plugging into the rails of the UK Faster Payments Service. This can radically reduce transaction times. More than half of all online shopping is done from phones and tablets, but if a consumer is using a PC or device
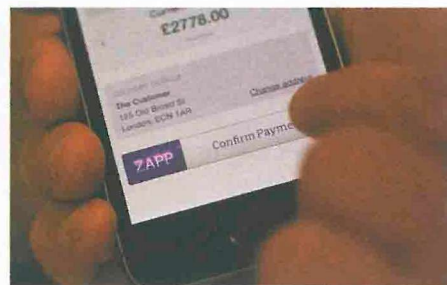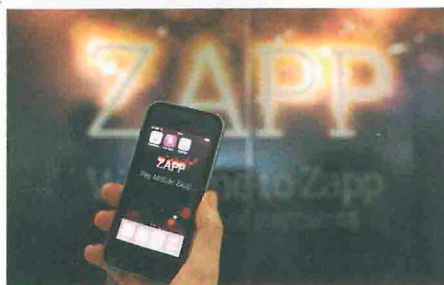


Top: Zapp's chief executive Peter Keenan; Above: Examples of Zapp's mobile payment initiative

that doesn't have their bank app installed, they simply enter an authorisation code sent to their phone.

Zapp uses secure, time-limited digital tokens to process payments, bypassing card details entirely. No financial details are shared with merchants or need to be stored by anyone other than the customer's bank. And Zapp transactions are likely to cost much less than most alternative payment methods and use real time bank-to-bank transfers, alleviating the late payment issues felt by many retailers.

Removing the pain of payment for customers and retailers is a stepping stone to transformational business model redesign, helping blur the lines between

online, mobile and the in-store shopping experience.

Many retailers we're working with are already busy designing innovative new Zapp-enabled services for their customers. One example lets customers scan and pay for items as they shop using their phone, with no need to queue to unload their trolley and pay at a physical till.

So, how are you preparing for the mobile payment revolution? If we're not talking with you already, we'd love to discuss how we can help you get a head start. After all, if you don't make it easy for your customers to pay with their phones, one of your competitors soon will. For more information, go to: *zapp.co.uk*