



# Taking the Mystery Out of Mobile Payments Today!

Millions of dollars are part of the lost opportunity every day because of the confusion surrounding mobile payments—let us help you claim more than your fair share in the days ahead!

There is a huge opportunity to be a market leader in the mobile payments space but the providers have to take steps to increase adoption and market share to win the battle.

No one firm or technology has proven dominant and it's not clear which providers will win out over the long haul. Internal research conducted by Ipsos has revealed that there is massive brand and technology confusion among consumers and that store associates' lack of knowledge is impeding use and adoption of mobile payment at point-of-sale.

Based on what we have learned, it's important that mobile payment providers and retailers proactively get customer feedback on brand presence at point of sale, ease of use of the technology and store associate knowledge and ability to troubleshoot technology issues.

For these reasons, it's critical to understand the customer experience with Mobile Payments technologies. Ipsos Loyalty's **Mobile Payments Mystery Shopping** process is the ideal solution for this purpose.

## How does it work?

Ipsos' mystery shop practice adopts a crowdsourced method of execution to collect short, tactical, real-time business intelligence across a retail network. It fulfills the same objective as traditional mystery shops and audits for our clients, but can be done **faster and cheaper than traditional methods**. In fact, we can typically have a program launched and results back in under one week!

Today, a mystery shopping program can be deployed across any customer channel: in-store, telephone (retail location or contact center), and across online and mobile touchpoints (website, in-app, email, etc.) to gather actionable insights.

The insights from our Mobile Payments Mystery Shopping include:

### 1) Brand presence—

- a. Retailers acceptance—verify acceptance at large merchants and small/medium businesses.
- b. Signage & Branding at POS—Is there any branding at the POS? Is there enough or too much?
- c. Consumers' "share of mind"—identify drivers to improving consumers' attitudinal affinity to your brand

### 2) Technology—

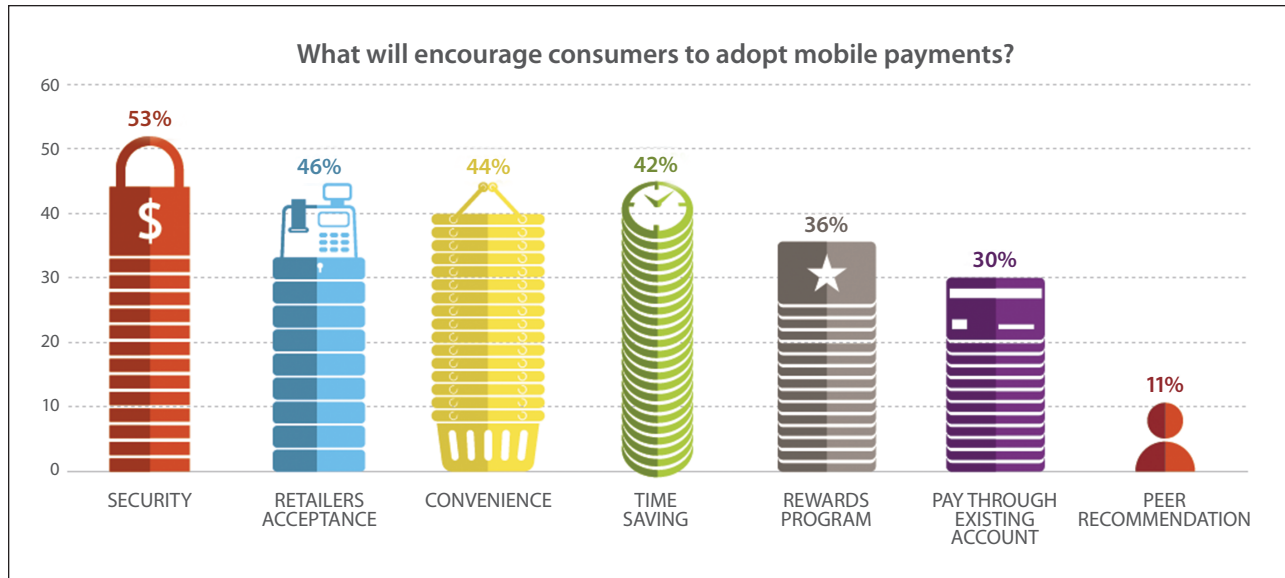
- a. Ease of use—how easy or difficult is it to use the technology?
- b. Convenience—let shoppers tell you if it is easier or more difficult to use than a credit/debit card.
- c. Speed of Transaction—How long does it take? Four seconds or two minutes?

### 3) Knowledgeable Associates—

- a. In Store associates—are associates able to troubleshoot? Are they steering users away?
- b. Responsive Customer Service—what support do providers need to invest in to increase adoption?
- c. Rewards & Recognition Needs—What motivates users to use the technology? What rewards can promote usage and loyalty?

### 4) Competitive Intelligence & Benchmarking

- a. Share of mobile spend
- b. Best in class metrics



Source: <https://www.bearingpoint.com/fr-fr/notre-succes/thought-leadership/who-will-be-the-winners-in-the-mobile-payments-battle/>

## Why Ipsos for Mystery Shopping?

The world’s largest brands trust Ipsos for Mystery Shopping because we are experienced, smart and technical.

### Ipsos is Experienced:

Ipsos is a true global leader in Mystery Shopping. We conduct over 1.2 million shops annually across 100 countries for customers in the retail, restaurant, technology, financial services and automotive sectors.

### Ipsos is Smart:

Ipsos mystery shop programs are smarter by design. By embedding intelligence into Mystery Shopping programs, our team creates programs that are better designed, better executed and have better impact.

### Ipsos is Technical:

We integrate world class technology into your Mystery Shopping program. Our software platform allows front-line managers to drive improvement by accessing results anywhere, anytime via our mobile reporting app. We use video capture technology and text analytics to bring depth and richness to your deliverables. Plus, our smartphone enabled shopper force uses our mobile app to get insights into your hands faster, and with higher quality.

## For more information

For a free consultation or demonstration of our online reporting technology, please contact:

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## About Ipsos Loyalty

Ipsos Loyalty is the #1 professional services firm and global market, thought, and technology leader in customer experience, satisfaction, and loyalty, with \$325+ million in annual revenue delivered by 1,100+ dedicated experts in 80+ countries around the world. We are the trusted advisor to top executives of the world’s leading enterprises across industry sectors on all matters relating to measuring, modeling, and managing customer and employee relationships.

For more information, please go to

[www.ipsosloyalty.com](http://www.ipsosloyalty.com)



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