Demystifying Mobile Payments

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Co-Founder & VP of Sales, Gimme
No lines. No checkout. (No, seriously.)
CONSUMERS LOVE CONVENIENCE

• Convenience drives quality

• Wasting time and resources sucks

• Our time is extremely valuable
SAVE CUSTOMERS TIME
1. *Identify product.* If in stock,

2. *Initiate payment.* If payment method available,

“For many, the answer is personalization and authenticity. Personalization is an experience and something that is quickly becoming an expectation throughout the consumer’s journey.”

- Cory Hewett
  Co-Founder & CEO, Gimme
C O N S U M E R  T R E N D S

• 80 million millennials in the U.S.

• 80% own smartphones

• Mobile payments to reach $3.1 trillion by 2022
MISCONCEPTIONS AND OBJECTIONS

“My customers won’t use mobile payments.”

“There’s no return on investment in mobile payment technology.”

“I don’t want to put my credit card information on my phone, that means Apple or Google will have my information.”
OPERATORS ARE ENABLERS

Ease of obtaining smartphone / mobile payments...

More likely consumer is to use it.

You allow them to use it.
APPLE DOMINATES Q4 2017

• $88.3 billion in revenue

• 77.3 million iPhones
  • Sales up 13%

• 1.3 billion active devices
POWER BEHIND MOBILE PAYMENTS

- Near-field communication (NFC)
- Personal authorization (Face/Touch ID, Passcode)
- Secure element (SE)
SAFETY BEHIND MOBILE PAYMENTS

The secure element chip (SE)

- Tamper-proof
- Protected by unique digital signature
- Random, one-time code replacing credit card number
SUMMARY

• Fastest growing way to pay, don’t wait to equip.

• Safest way to pay, protect your customers and yourself.

• Helpful to deliver an outstanding customer experience, and keep customers longer.
Pick an account to test mobile payment technology.
Talk to the Gimme team at Booth 100.
Credits & Acknowledgements

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