

Contactless Payments ...

7 Reasons to Take the Plunge

It's no surprise. Contactless payments are becoming more popular. People are opting to pay for purchases and services with their contactless debit or credit card, and mobile wallets on their phone such as Google Pay™, Apple Pay® and Samsung Pay®. One tap, and they're done.

If you're not yet accepting contactless forms of payment, you're not alone. But, there's never been a better time to consider it for your business.

Here are 7 reasons to take the plunge:

1. **COVID-19 is still a concern** – We all hope the worldwide pandemic ends soon. But, for the time being, that's not the case. And as long as it's still a problem, people want to limit their exposure to germs. That's why thousands of people in the U.S. are opting to stay home and shop online.

When your customers make the conscious decision to visit your business, it's a good idea to make them feel as comfortable as possible. Handing over a card or having to enter a PIN is likely not ideal to them right now.

2. **You already have the equipment** – Once you've decided to accept contactless payments, you don't have to wait for new equipment. All credit card processing terminals provided by NCMIC in the last 5 years are ready to go.

You've probably noticed the flashing lights at the top of your terminal when information is being sent or received. The contactless reader is usually below those lights. Most terminals have a specific audible confirmation and one or all four of the lights will blink after your customer's phone or contactless credit card information has been read.

3. **Your customers may expect it** – Even if your customers haven't yet asked, one will eventually inquire about contactless payments. After all, in many ways, it's more convenient for them. If they're paying with a mobile wallet, they may not even carry cards. Or, they may get more rewards by using it instead of a physical card.

No matter why they choose to pay that way, you want to be ready. The more forms of payment you accept, the better for your business.

4. **You don't want to seem outdated** – You want to attract – and keep – new customers. By not accepting contactless payments, you may unintentionally give the impression of not keeping up

with technology. That negative impression may carry over to the services or products you provide.

5. **More secure than swiping cards** – EMV cards brought a new layer of security to credit/debit cards. This same technology is used for a contactless card. Instead of transmitting the actual account information, it uses a unique code for each transaction. And, with a mobile wallet, customers have built-in protection like PINs, passwords and fingerprints.

6. **Faster for customers and staff** – At first glance, it may not seem like contactless payments will save a lot of time. But if you've ever stood behind someone who is searching in their purse for their card or even writing out a check, it can seem like an eternity. Any customers paying via a contactless method will help move payments along a little faster.

7. **Easy, seamless transition** – It couldn't be easier to get started. Just give us a call, and we'll do a test sale with you to walk you through a transaction. Or, you can simply wait until a patient asks to use a contactless method. When it's time to pay, they will simply tap their phone or the card on the screen by the lights.

Remember, NCMIC is here to help you and your business be successful. If you decide to take the plunge into contactless payments, we're ready to answer any questions you have. It really is easier than you may think.

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