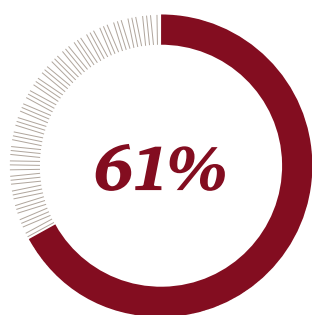


## F Comprehensive mobile payment offering



*of mobile payment users consider mobile payment to be useful if it is embedded in an app offering products or services*

Besides key features like speed, easy use and security, the mobile payment offering also describes the nature of the mobile payment services offered to and available for consumers. It relates to the way mobile payment is embedded within the purchase process and entire customer journey.

Mobile payment in isolation is not necessarily what the customer wants, as has been noted above. Instead, mobile payment initiatives launched more recently in Germany and other countries suggest that mobile payment should become part of a comprehensive service offering that puts the customer's needs at the center to generate superior value for customers and create a truly innovative customer experience. Mobile payment can be integrated with other products or services in two ways:

- a. A mobile payment offering or smartphone application (app) can include additional services like a merchant's loyalty program, coupons or discounts.
- b. Mobile payment can also be embedded in a product or service offering on the internet or in an app, thereby being just one part of a comprehensive offering. In contrast to a., the payment or loyalty function is not the focus here, but rather the respective product or service is.

The potential of mobile commerce and the increasing turnover with mobile apps in Germany can be seen as important drivers of mobile payment. Therefore, apps integrating mobile payment, which are also described as "in-app payment", are likely to be a further leverage for mobile payment acceptance. In this way, mobile payment

becomes but one small part of a comprehensive customer journey. If the customers' needs regarding a particular product or service are fulfilled, mobile payment as part of a seamless and valuable customer journey has a very good chance of being used by customers.

### ***Incentives and other additional services can help increase the use of mobile payment***

In the market situation analysis described in Chapter D on page 13, it was noted that a number of mobile payment apps or wallets that focused mostly or solely on mobile payment failed to succeed in Germany. When asked to give an evaluation of the statement "I do not need one or even several pure payment apps", over half of the respondents (54%) agreed. Half of the mobile payment users also agreed, compared with 39% of potential users and 70% of non-users.

As Figure 7 on page 12 has shown, a mobile payment solution that is embedded in an app with additional services only ranks among the top three criteria for 7% of the respondents. However, with the exception of one item, over 40% of the respondents agree that various additional services should be offered so that they would use mobile payment (more often), as Figure 12 shows.