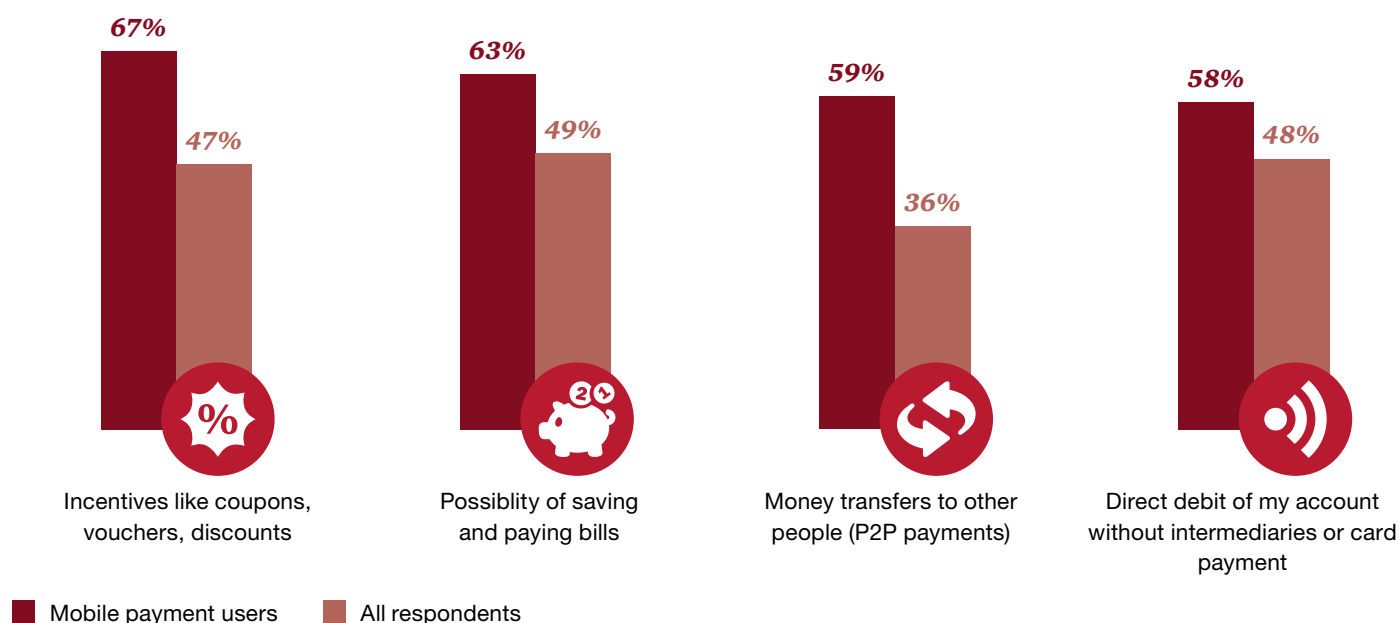


Fig. 12 Customers want additional services

In your opinion, what else should be offered so that you would use mobile payment (more often)?

n = 1,015 (all respondents); n = 135 (mobile payment users)



Almost half of respondents (47%) want to be offered incentives like coupons, vouchers, discounts, digital bonus cards and special offers, and even two thirds of the mobile payment users. Just under half of the respondents (49%) would use mobile payment (more often) if they were given the possibility of saving and paying bills as well. Money transfers between people, the person-to-person (P2P) payments, are not much in demand to increase mobile payment usage: Only 36% of respondents agree – very much in contrast to the users, 59% of whom agree.

The results have also shown that users and potential users of mobile payment are interested in the possibility of saving and paying bills. The process of settling invoices can be perceived as being rather administrative and the respondents' feedback implies that it can be improved. Therefore, a feature that offers them an overview of their bills and the opportunity to automatically pay them with their smartphone would clearly meet their demand and help increase mobile payment acceptance.

As with invoices, the respondents agree to a direct debit of their account without intermediaries or card payments, which further underlines the request for a simplification of the payment

and money transfer processes. The new payment services directive, PSD2, allows for such direct access to accounts by third parties⁶. It will also stimulate the development of new business models and new banking services⁷.

What is striking is the fact that money transfers between people, the P2P payments, are not much in demand to increase mobile payment usage. Any mobile payment offering that starts by enabling customers to lend or transfer money to other people is not likely to succeed in Germany for the time being, unless it offers a wider spectrum of services, as indicated above.

⁶ Cf. European Commission (2015): Payment Services Directive: frequently asked questions, fact sheet, 8 October 2015.

⁷ Cf. Strategy& (2016): Catalyst or threat? The strategic implications of PSD2 for Europe's banks, p. 4.