

Against this background, it is worth noting that 40% of the survey respondents think that mobile banking apps with an integrated mobile payment function and account information, bank transfer and asset management functions can help increase mobile payment usage. Such an integrated offering is clearly perceived as adding value. What is more, the results have also shown that banks are the providers that the majority of respondents place trust in. Combining these results implies that banks can be regarded as preferred providers of mobile payment, thereby playing a key role in increasing mobile payment acceptance. Consequently, the importance that customers ascribe to banks stands in some contrast to the lack of mobile payment offerings by banks to date, with mobile payment not being implemented as a feature of most mobile banking apps so far.

There are developments on the supply side that are likely to further the mobile payment market development as well: In January 2017, the Federal Ministry of Transport and Digital Infrastructure in Germany published plans to replace paper tickets in local public transport with electronic chip cards or smartphone tickets by 2019, the latter to be provided by an app. There are other initiatives in the automotive and transportation industries that integrate mobile payment into a wider mobility service offering. Mobile payment can also support the development of e-mobility in Germany. In the US, there are examples of “pay-as-you-go” offerings in supermarkets that also integrate mobile payment. Such a seamless mobile experience is what customers want, as the survey results suggest.

Mobile customer journeys can be characterized by the following features that can turn the mobile customer journey into a positive and enjoyable customer experience:



- **Speed** – the products and services can be ordered and paid for by smartphone within seconds, without waiting time. Time savings can especially be seen as a major improvement for people’s increasingly busy lifestyles, and the reduction or elimination of (administrative) processes will be perceived as being a real benefit – whether it is time saved when ordering and paying a taxi, when ordering coffee or food with food delivery within a short period of time. It is the integrated payment function that makes this possible;



- **Location data** – if users activate the location data on their smartphone, the products or services offered in their surroundings can become visible, such as restaurants, coffee shops, rental cars or taxis, connecting both online and offline worlds, making the mobile offering and payment “seamless”;



- **Data storage** – payment records and invoices can be stored electronically, reducing paper waste and supporting environmental protection, in addition to automatic filing and structured overviews of payment information.

Consequently, the more superior a mobile customer journey is designed, the more popular the respective offering with embedded mobile payment is likely to be and the higher the customer acceptance.