# *H   Conclusion and recommendations*

This report aims to contribute to a better understanding of what really matters to consumers with regard to mobile payment acceptance. The hurdles of mobile payment acceptance are high and the competition with other payment methods is tough. What is more, customers do not need mobile payment and see no added value in it. It goes without saying that in-depth knowledge of customer needs is essential for merchants, mobile payment providers and basically any consumer-oriented company to succeed in the market and create value. They need to develop a solution to a problem that the customer has, and this is where mobile payment gets the chance of being used. If there is no problem, acceptance is unlikely to occur.

The results obtained can be grouped according to three main areas that influence the acceptance or rejection of mobile payment by consumers:

01 **Mobile payment offering: a focus on the customer journey and added value is indispensable**

The basic and at the same time indispensable pre-requisites are data security, speed and easy use. Yet these factors alone do not guarantee success. They only help to distinguish mobile payment from other payment methods. What is more, providers and merchants offering mobile payment solutions should focus on additional services like discounts, special offers or bonuses as part of a comprehensive loyalty program. Many people still carry a great number of different customer cards, bonus or loyalty cards, e.g. from coffee

Fig. 14   Key aspects influencing mobile payment usage
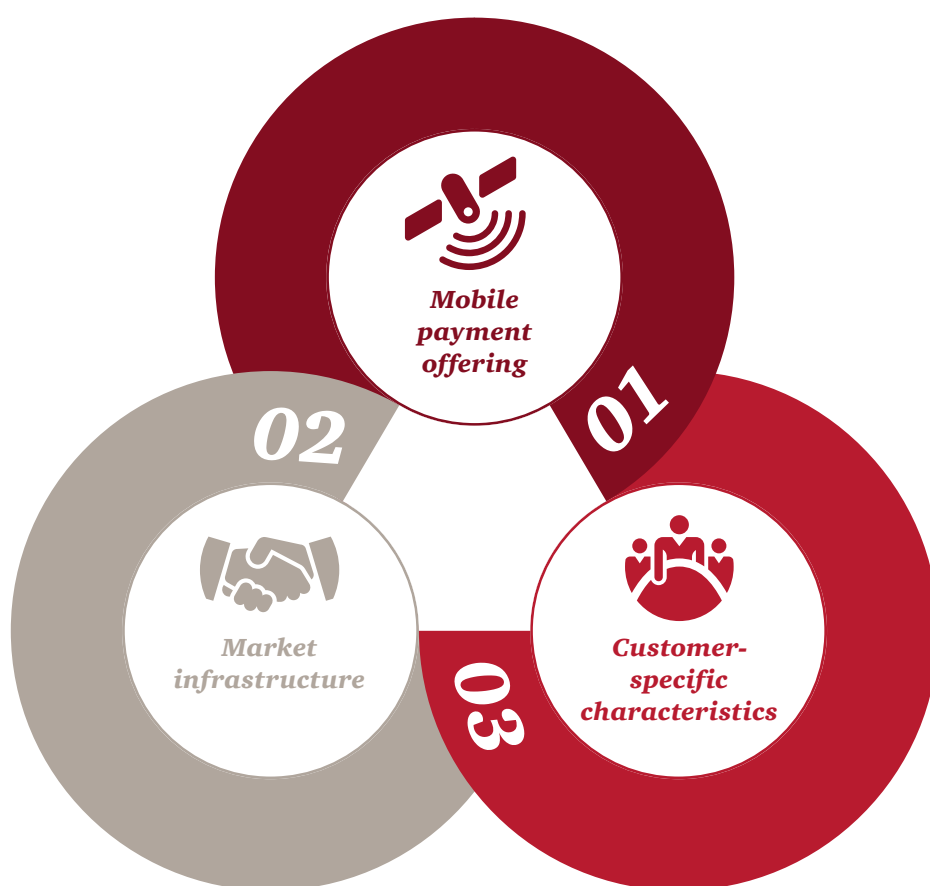
shops, restaurants, clothing or furniture stores. An offer that manages to digitize and integrate all of these cards, as well as combining them with mobile payment, is likely to be perceived as adding value for the customers. The data that customers allow the providers to use, will prove invaluable for increasing the knowledge about their customers' preferences and further tailor their services to their customers' needs in order to add superior value.