

Supersize me!

Why providing a more convenient way for your customers to pay, encourages them to upsell themselves

Current hygiene concerns

During this time of heightened hygiene, consumers are opting to not only use self-service options, but are less likely to use cash for payments.

40%
INCREASE



82%
THINK IT'S
CLEANER



Mastercard has reported an increase in contactless payments (via card & mobile wallets) since the global pandemic. ¹



Convenience

Regardless of the concerns over hygiene, the preference of card and contactless payments continues to rise each year.

63%
BY CARD



Australians prefer to pay via card ²

\$3.3^{BN}
IN CONTACTLESS
PAYMENTS



1.7 billion contactless transactions in one month ³

IN-PERSON
65%
CARDS OR WALLETS
USED



Americans make in-person payments with card or mobile wallet ⁴

Choice and the ability to upsell

It is known that consumers don't feel judged by a self-service machine, preferring to purchase anonymously for personal care items, up-sizing at a restaurant kiosk or having another try at a claw machine, but they can be restricted by the cash in their pockets



When not restricted by cash, consumers naturally upsell



48.7% consumers prefer to use unattended retail channels for anything from electronics to cosmetics ⁵



Selecting the right cashless partner



Able to accept payments from major card schemes and mobile wallets



Have the latest security protocols, with secure payment processing to your bank



The payment terminals are fit for purpose – able to withstand harsh external conditions if required



Ability to offer dedicated support for your terminals and payment processing

ADVAM are experts in cashless payments for the self-service market. Using premium Ingenico terminals and connected to the power of the ADVAM Gateway.

ADVAM can assist you through the process of being ready to accept cashless payments, via card or mobile wallet.

Don't just take our word for it – watch the video from Speed Queen and how they increased revenue by up to 400%.

Watch Video

¹ Mastercard Global Study 2020

² Reserve Bank of Australia 2019 Consumer Payments Survey

³ UK Payment Markets Report 2019

⁴ Federal Reserve Bank of San Francisco 2019 Diary of Consumer Payment Choice

⁵ The Future of Unattended Retail Report, PYMTS, February 2020.