

# 7 steps to drive customer adoption of digital payments

From strengthening security to faster in-store checkouts, adopting mobile payments benefits your business — and your customers.



## 1

### Educate your customers

Help shoppers understand the benefits of using digital payments.

**Top reasons people avoid contactless payments:**



## Create awareness

Use in-store signage and email marketing to let your customers know that you accept digital payments.

## 2

Real-time payments remain in the fast lane in the United States, with significant year-over-year growth of **69%.**<sup>2</sup>



## 3

### Reduce payment friction

Ensure that checkout is fast and easy by taking popular forms of payment, eliminating extra requirements and pre-populating form fields when possible.



## Incentivize digital purchases

Develop loyalty programs that encourage and benefit your customers to pay digitally.

## 4

## 5

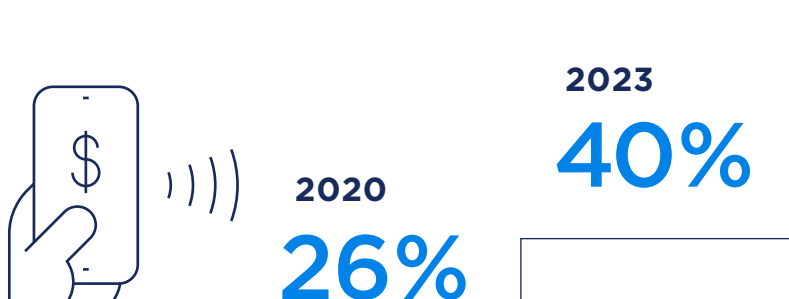
### Teach your employees

Train your staff to actively promote your digital payment systems and loyalty programs to your customers.

## Focus on mobile

Most digital payments are made using a mobile phone, so always make sure your point-of-sale systems are optimized to provide the best mobile experience.

## 6



**In 2023, 40% of consumers used a mobile wallet to make any sort of payment, up from 26% in 2020.**<sup>3</sup>



## 7

### Fast track digital-paying customers

Help expedite the checkout process and improve the purchase experience by encouraging your customers to pay digitally with express "digital only" payment lines in store.

Following these steps, along with having the right technology partner, can accelerate the growth of your business. Are you ready to take your retail experience to the next level?

[Learn more](#)

**Sources**  
 1. "State of Contactless Payments 2021 Report," Raydiant, May 12, 2021.  
 2. "Payments trends 2023," Deloitte, 2023.  
 3. "Billing and Payment Trends and Behaviors," ACI Speedpay Pulse, 2023.

