

## FEATURE STORY

How L'OCCITANE is navigating the connected commerce age with contactless technologies, payment innovations

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# ANATOMY OF



# A CONSUMER

# PAYMENT

■ CONSUMER DEVICES

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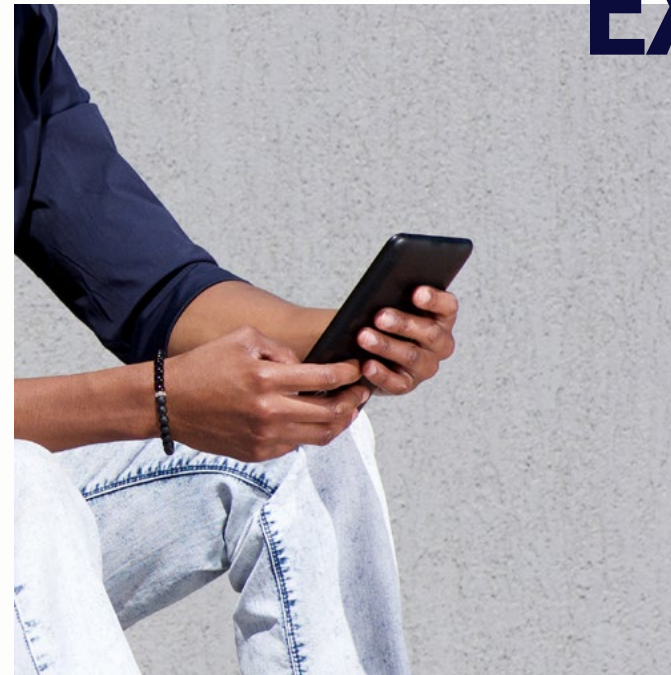
Information on PYMNTS.com and FIS

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## EXECUTIVE SUMMARY



Consumers modified their shopping routines over the past year as the pandemic prompted them to use new channels to pay their bills, make retail purchases and interact with their banks. This has led to dramatic growth in eCommerce since the health crisis began, with one recent [report](#) showing that online spending with United States merchants grew 44 percent year over year in 2020 — the highest annual increase in U.S. eCommerce in at least two decades. The pandemic's impact extends far beyond accelerating consumers' digital shifts, however. Many have also begun experimenting with a growing variety of payments and connected devices to ensure they can swiftly and conveniently shop and pay online, in stores or wherever they may be.

Many shoppers are now using their smartphones to browse for goods and services instead of logging on to their laptops or booting up their desktop computers. One recent [study](#) found that 45 percent of millennials bought groceries and other household goods via mobile devices in Q4 2020 compared to just 35 percent in Q2. Consumers' growing comfort with mobile shopping is also affecting where they go to find and buy products, with many scoping out potential purchases on social media platforms. Forty-eight percent of respondents in one [survey](#) reported that they had made at least one purchase via social media, while 67 percent stated they had clicked on retail ads hosted on these platforms that later resulted in their making purchases.



Consumers are clinging to their smartphones for payments even when they head to physical stores. Forty-six percent of consumers in a recent PYMNTS [survey](#) said they prefer to shop and make payments digitally because they do not have to wait in line — and they are expecting brick-and-mortar retailers to upgrade their point-of-sale (POS) payment processes accordingly. One November 2020 [report](#) found that 51 percent of U.S. consumers

were using touchless payments, including those enabled via mobile wallets or tap-and-pay plastic credit or debit cards. Another [study](#) found that 66 percent of consumers consider contactless checkout availability essential to their in-store payment experiences.

Mobile wallets and other touchless payment methods are only the tip of the consumer payments iceberg, however.

Consumers are also growing more comfortable making purchases using connected devices such as tablets, smart home devices, smart speakers and wearable technologies. One recent [study](#) found that the wearable technology market is set to expand at a compound annual growth rate (CAGR) of 14 percent to reach \$82 billion by 2026. Another recent [report](#) predicted that consumers will soon turn to voice-enabled or biometric-based identification measures to authenticate payments made on their smartphones. Researchers anticipated that the number of users leveraging this technology to finalize payments will grow 120 percent by 2025 to include 27 percent of mobile phone owners worldwide.

These mobile and digital shifts are occurring rapidly, and retailers must work diligently to ensure that they can support seamless payment experiences for shoppers regardless of the devices or channels they use. The Anatomy Of A Consumer Payment Playbook: Consumer Devices Edition examines the growing popularity of mobile wallets, wearable technologies, voice assistants, smart speakers and other contactless payment tools. It also explains why these devices are likely to stay relevant for years to come, making it important for merchants to monitor their use.







# EXECUTIVE INSIGHT

KELLY BEATTY

Head of payment solutions at **FIS**

**Q: In what ways are connected devices changing how consumers are engaging in shopping experiences? How should merchants think about innovating their customer experience to provide the speed and seamlessness that their customers have come to expect?**

**A:** Connected devices are at the heart of the current landscape of digital innovation that many are labeling as the Fourth Industrial Revolution. Industries around the globe have been completely redefined by different disruptive technologies and a rapid need for digitalization. As a key part of that revolution, connected devices are powering

a whole new set of business, service and loyalty models that put consumers center stage like never before. For example, Stitch Fix uses slick mobile apps along with a personal-shopper-type experience to deliver a fresh wardrobe to your front door. Netflix and Hulu use similar apps along with streaming devices like Chromecasts, Fire TV Sticks and Rokus to keep your personalized media at your fingertips. Amazon uses all the above — in addition to their virtual assistant Alexa on a variety of connected devices — to make ordering your favorite products as easy as speaking it out loud. We are also seeing a major spike in alternative shopping methods like livestream shopping and ghost kitchens that likely would not have existed without connected devices.

These business models that offer real-time engagement in a personalized way with little to no friction were already gaining popularity prior to the pandemic, but with widespread [shutdowns] and efforts to minimize physical contact affecting communities around the world, consumers are now expecting all their interactions — even trading in a car — to be as easy as unlocking their phones. This type of on-demand service ... that curates the customer experience based on their individual needs and preferences has led to a new form of loyalty that is organic in nature and therefore less commoditized and harder to disrupt. Merchants cannot treat having this level of innovation and seamless interactions as a way of differentiating themselves in the marketplace. In fact, this more engaging customer experience is now a prerequisite to even having a seat at the table. Our new, on-demand economy relies on a broad and highly engaged base of consumers attracted by mobile app technology, seamless payment transactions, convenience and immediacy that will make connected devices absolutely essential.

**Q: What are some of the challenges merchants face when it comes to meeting consumers in the channel**

**and on the device they prefer to use, and how can merchants overcome these hurdles?**

**A:** As you can imagine, it is quite complicated to create these seamless experiences for consumers. There are a lot of factors throughout the customer life cycle that need to be meticulously evaluated, from the devices and payment methods consumers use to balancing a personalized experience with data privacy concerns — the list goes on and on. Plus, all this technology needs to work quickly and without friction, which makes things even more complicated. We have to be able to consume, secure and use data to inform every step in a matter of seconds. Layer in the rapid life cycle of connected devices, and it seems nearly impossible to keep up with consumer expectations.

It is possible, though. However, organizations cannot rely on antiquated systems and manual processes to make it happen. FIs and merchants need to ramp up investments and focus on digital delivery, advanced analytics, dynamic loyalty programs and better, more contextual engagement. This also needs to be done with scale and agility in mind so when the next big technology advancement comes along, you are ready to make a quick pivot. This is where having an experienced technology partner ... can truly make a difference for any organization.

# 5 FIVE FAST FACTS

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46%

Share of U.S. consumers who shop and pay online because they do not have to **stand in lines** at brick-and-mortar stores



48%

Portion of U.S. consumers who would not shop at brick-and-mortar stores that do not offer **contactless payments**



82%

Share of U.S. bridge millennials who believe **connected payment experiences** will be easier and more convenient than other methods



67%

Portion of U.S. consumers interested in connected payments because they wish to **adopt new technologies**



23M

Number of **voice-activated speaker owners** who now use them to make purchases



FEATURE STORY ■

## How L'OCCITANE Is Navigating **THE CONNECTED COMMERCE AGE** With **Contactless Technologies, Payment Innovations**





## RETAILERS ARE REOPENING THEIR PHYSICAL LOCATIONS AS THE BRICK-AND-MORTAR SECTOR SLOWLY RECOVERS FROM THE PANDEMIC,

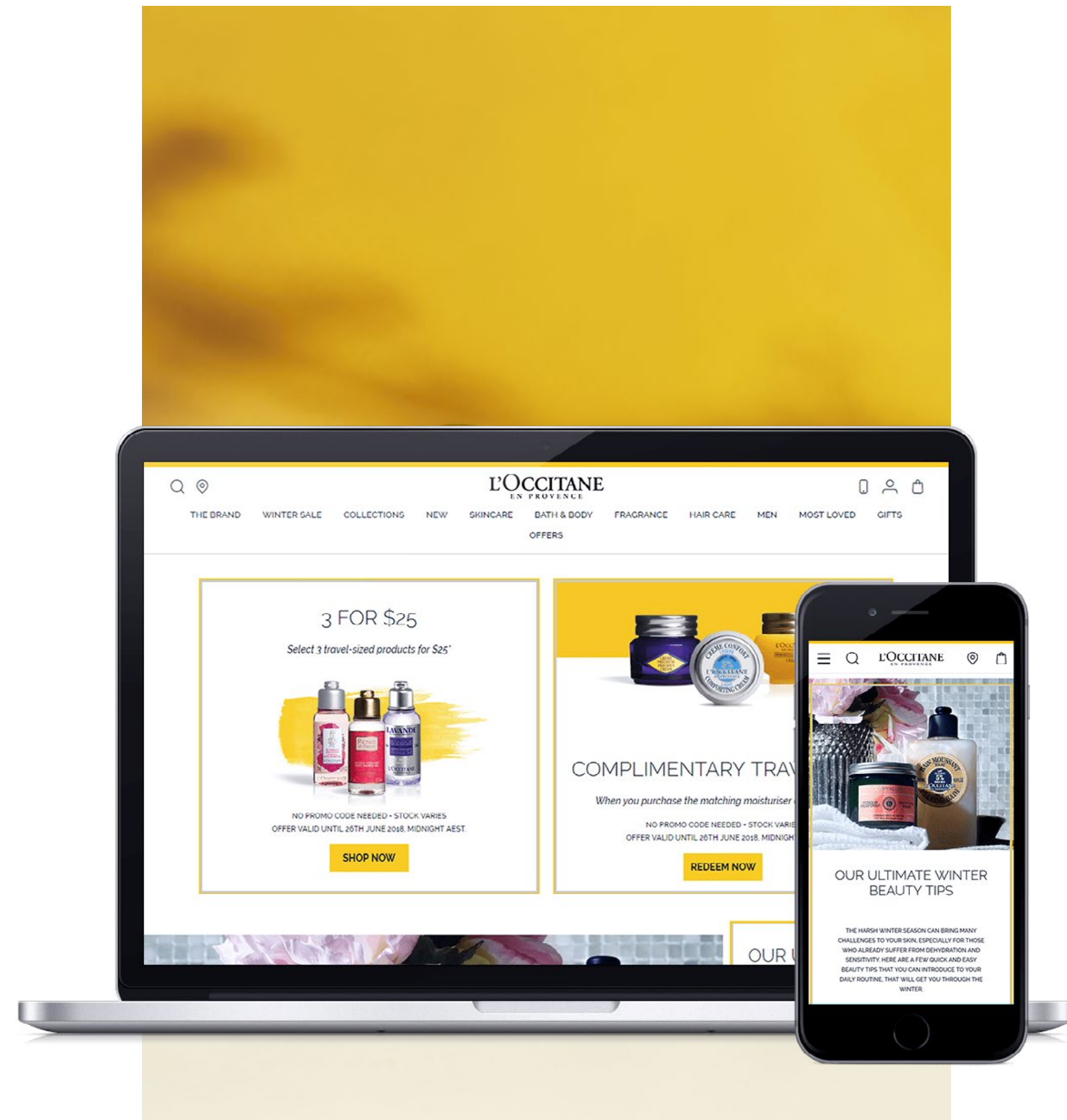
but customers' in-store shopping expectations have shifted significantly over the past year. Many have flocked to eCommerce and mobile channels, and some show little willingness to relinquish their new habits, even amid easing health and public safety guidelines regarding physical shopping.

Merchants must ensure that the convenience and connectivity afforded to users who shop online is also reflected at their brick-and-mortar locations. This is particularly crucial when it comes to the payments experience, as more shoppers are reaching for their phones first and cash second, said Neal Patrick, vice president of business transformation and projects for skincare retailer **L'OCCITANE**, and Ashley Arbuckle-Nadon, vice president of brand marketing and wholesale for the company.

"We have seen a significant increase in the use of both mobile wallets and contactless cards in our stores," Patrick said during a

recent PYMNTS interview. "Customers are less comfortable handling cash, and these two options provide both safety and flexibility for our customers. The largest shift in the U.S. has been toward using mobile wallets, since our customers always have their phones handy."

Consumers now expect retailers to accommodate various combinations of shopping channels and payment devices with ease, regardless of where they are making purchases. Supporting touchless payment options is thus becoming essential for merchants as the lines separating physical and digital commerce blur.



STAYING ATOP THE CONTACTLESS PAYMENT WAVE

One of the pandemic’s most significant impacts on how users wish to pay is its acceleration of their adoption of contactless payment options. Touchless payment methods gained momentum worldwide, with digital wallet adoption **increasing** 32 percent globally over the past year. Merchants in industries outside of retail have also raced to adapt to these shifting preferences. Delta Air Lines, for example, recently **announced** that it would offer contactless payment options. Consumers are coming to expect touchless payment options wherever they go, alongside — but not entirely replacing — other favored payment methods like credit and debit cards, Arbuckle-Nadon explained.

“We are always adapting and implementing various ways to accommodate each customer and make shopping at L’OCCITANE as inclusive and seamless as possible,” she said. “We continue to see customers choosing personal credit and debit cards as preferred payment. However, the addition of Apple Pay and digital wallets allows ease, especially for new customers.”

Arbuckle-Nadon said that L’OCCITANE has implemented several alternative payment methods that cater to users’ post-

pandemic shopping expectations. The company has incorporated PayPal as well as buy now, pay later (BNPL) solution Klarna into its product pages, for example. The brand also launched a buy now, pickup in store (BOPIS) service last year for the growing number of consumers who use curbside pickup solutions. Consumers may be intrigued by contactless options, but retailers must continue to support payment methods that remain popular with customers, such as traditional credit or debit cards. The goal should be to promote choice by expanding the variety of options available to customers, Patrick said.

“[The pandemic] has certainly accelerated the change to contactless payment methods, but providing our customers with as many payment options as possible has [always] been a focus of ours,” he added. “Whether it is mobile wallets in-store or alternate payment methods online — such as PayPal, Amazon Pay or Klarna — we know that providing options makes our customer experience as smooth as possible. We plan to continue to expand our payment options across all channels to ensure a seamless experience for our customers.”

Consumers will likely continue adopting contactless payments in higher numbers over the next few years, and this could

lead to other significant shifts in customers’ payment preferences in the future.

PREPPING FOR THE CONNECTED COMMERCE FUTURE

The divide between physical and digital shopping is likely to continue weakening as customers take to mobile wallets and other touchless payment solutions, and this could ultimately prompt an even greater restructuring of brick-and-mortar stores. Some brands are already utilizing solutions that offer consumers a glimpse of what this new physical shopping environment has in store. eCommerce behemoth Amazon, for example, is working to **expand** its experimental touchless palm payment technology at certain Whole Foods locations. Despite these advancements, placing consumers’ preferences at the heart of future innovations remains paramount.

“We know a few themes will run through,” Arbuckle-Nadon said. “It will be important to offer secure, convenient and personalized shopping opportunities for our customers. Our approach will be to blend modern conveniences in payment with personalized, human service to bring the best experience to our customers.”

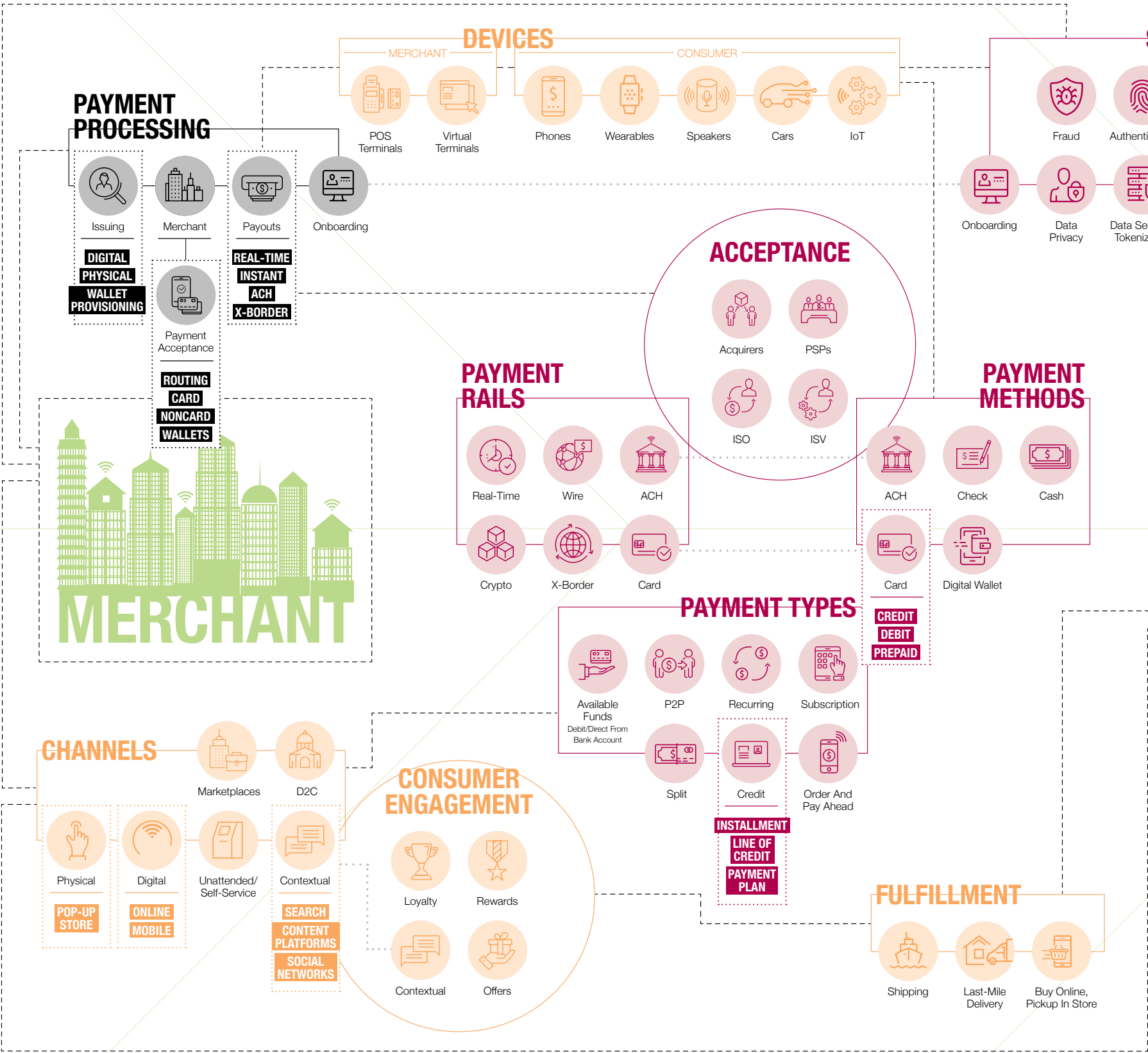
Keeping abreast of consumers’ payment demands will remain a key consideration for retailers, even as the pandemic slowly winds down. Following consumers’ lead in offering convenient payment methods across a range of devices will be key for merchants competing in the emerging connected commerce world.

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THE INNER WORKINGS OF  
CONSUMER PAYMENTS

Facilitating fast and seamless payment experiences has become increasingly important for merchants to engage and retain their customers. Effortlessly and securely delivering on those experiences across a range of channels is not without its challenges, however. This ecosystem graphic distills those complexities by showing the inner workings of the consumer payments ecosystem, the various stakeholders involved and the flow of consumers' payments and data across various channels.



- HEART OF A PAYMENT
- PAYMENT VESSELS
- CONTACT LAYERS



# NEWS & TRENDS

## CONSUMER DEVICES AND PAYMENT SHIFTS

### CONVENIENCE REMAINS KEY FOR ONLINE SHOPPERS

eCommerce spending has rapidly accelerated in the past year, but more users are opening mobile apps and browsers or turning to tablets in addition to using their laptops to transact with their favored merchants. They still expect shopping experiences to be seamless, however, with a recent [study](#) finding that 76 percent of consumers assign the greatest importance to convenience when shopping online. The study also found that 81 percent of consumers expect merchants to offer easy purchasing experiences regardless of the devices they use to make purchases, and 51 percent reported that they have abandoned their digital shopping carts if they are forced to start their orders over on another connected device. This illustrates how essential it is for merchants to create swift, device-agnostic shopping and payments processes to stay competitive.

### CONSUMERS GROWING MORE COMFORTABLE WITH MOBILE PAYMENTS

Consumers' shifts to digital shopping and payment are extending further into mobile channels, according to a recent [study](#) by FIS. It found that 58 percent of U.S. consumers shopped online more frequently in 2020 than they did previously, with 42 percent indicating that they used their mobile phones more often to make payments.

The report also revealed that millennial consumers are the most likely to tap their smartphones at the POS, with 44 percent of this group [stating](#) that they use mobile wallets for purchases. Consumers from this generation are also likely to continue leading the digital payments shift, as 29 percent are "early adopters" of such technology. Retailers must keep a careful eye on these users' payment preferences to meet the demands of a demographic that promises to remain on the vanguard of new payment technologies in the future.

### DIGITAL WALLET USAGE INCREASES AS CASH PAYMENTS DECLINE

Digital wallet payments are expected to become more popular over the next few years as consumers appear to be leaving more traditional cash payments behind. One recent [report](#) predicted that cash payments would account for just 13 percent of in-store purchases worldwide by 2024. Digital wallet use, on the other hand, is expected to rise online and in stores, with the study anticipating that it would account for more than half of all eCommerce transactions globally by the same year. Other reports have indicated that cash use will largely disappear within a decade, with one poll of last year's Sibos conference attendees finding that 96 percent of participants expected digital payment methods to wholly replace cash in 10 years. Fifty-nine percent of all attendees believed mobile payments would become the most common methods during that time frame.

These forecasts signal growing faith in digital wallets' staying power, but cash use has proven hard to shake despite numerous past predictions of its demise. Cash and checks still accounted for \$18 trillion in spending worldwide by the end of last year, for example, and loosening their grip on the global payments space will take significant work from the financial and retail industries.

## NEW TECHNOLOGIES AND CONSUMER BEHAVIORS

### DESIRE FOR TOUCHLESS PAYMENTS GROWS AS IN-STORE SHOPPING RECOVERS

Many shoppers miss certain aspects of shopping in physical stores, with one [study](#) finding that 67 percent of consumers regard the ability to purchase items “instantly” — without having to wait for delivery or pickup — as a key in-store shopping benefit. Certain generations are particularly inclined to shop in stores for this element of instant gratification, with 72 percent of millennials and 70 percent of Generation Z consumers citing this attribute as important to their shopping experiences.

The pandemic has altered expectations about in-store shopping, however, with consumers now placing a higher value on the availability of contactless payment methods at brick-and-mortar stores. Sixty-one percent of consumers agreed that being able to make touchless payments “elevated” their in-store shopping experiences, for example. Sixty-two percent said they would like retail stores to permanently adopt contactless payment tools, meaning merchants must carefully consider implementing these features at the POS as they reopen their storefronts.

### AXIS BANK LAUNCHES WEARABLE TOOL FOR CONTACTLESS PAYMENTS

Contactless payments are also rapidly expanding in India, where more consumers are eschewing cash and using their smartphones to pay at the POS. Indian financial institution (FI) Axis Bank is hoping to capitalize on this growth with the recent [launch](#) of its “Wear N Pay” device for cashless transactions. The product includes a wristband, keychain and loop with technology that connects directly to users’ bank accounts, allowing them to make touchless payments at retailers. The bank partnered with several third-party technology providers to develop the solution.

Axis, the third-largest private bank in India, is the first in the market to offer contactless payments via wearable devices. The bank is also experimenting with other technologies such as artificial intelligence (AI) that could help simultaneously boost contactless payment adoption and combat fraud in the country. Sameer Shetty, head of digital banking for Axis, said during a recent PYMNTS [interview](#) that automating back-end payments processes could help FIs achieve this.

### PANDEMIC ACCELERATES MOBILE APP, SMART SPEAKER PAYMENTS VOLUMES

More consumers are turning to their smartphones to shop in stores as well as online, which is making it critical for merchants to provide seamless mobile shopping experiences across multiple channels. One March [study](#) noted that 28 percent of online shoppers feel having a user-friendly mobile app or mobile interface is essential, while 18 percent of in-store shoppers believe it is just as important to have access to touchless payments.

Smart speakers have also begun to take on a more prominent role in the consumer payments space. The study found that 37 percent of consumers have used smart speakers or other connected home devices to make payments within the past 12 months, including Amazon Echo, Google Home and Samsung SmartThings products. This indicates that shoppers are beginning to place more trust in voice assistants and connected devices in their homes, creating more opportunities for businesses to entice consumers to their brands with experiences tailored to contextual commerce.



## SECURITY AND EMERGING PAYMENT SOLUTIONS

### BIOMETRICS ARE BEGINNING TO PLAY A DEEPER ROLE IN MOBILE PAYMENT SECURITY

The spike in consumers' usage of emerging technologies like smartphones and smart speakers for retail shopping and payments is also leading to new security developments. One recent [study](#) predicted that biometric identification measures will become commonplace in the mobile payments space within the next four years. Researchers noted that 1.4 billion consumers worldwide are expected to use biometric facial recognition technology to authenticate their transactions by 2025, for example, compared to the 671 million who did so last year.

Technology providers Apple and Samsung, meanwhile, are working to incorporate biometric technology into more of their smart devices, and the study found that this trend is also likely to continue over the next several years. Ninety-three percent of smartphones are expected to be equipped with fingerprint scanners by 2025, though facial recognition technology is predicted to be found on only 17 percent of smartphones by that time. Retailers should carefully monitor how consumers are utilizing biometrics during the payments process over the next several years to determine which tools to support.



### AMAZON PALM TECHNOLOGY EXPANSION SHEDS LIGHT ON CONTACTLESS PAYMENTS' PRIVACY

Some companies are tapping shoppers' personal biometrics to enable faster payments at the POS. eCommerce firm Amazon recently [announced](#) that it would bring its palm-based payment technology — a solution that allows consumers to scan their palm prints to make purchases at certain Amazon locations — to more of its brick-and-mortar stores in Seattle. The move would make the technology available at eight locations.

U.S. regulators are currently taking a closer look at the security and privacy measures attached to such contactless payments, however. Rules that govern the collection of users' payment and personal data are popping up in several U.S. states, [said](#) Michelle Cohen, chair of data privacy practice at law firm Ifrah Law. Retailers such as Amazon must ensure that they comply with these developing standards, especially as lawmakers begin to more heavily scrutinize data privacy measures.





# DEEP DIVE

## WHY SUPPORTING A SEAMLESS, DEVICE-AGNOSTIC PAYMENTS EXPERIENCE IS KEY FOR MERCHANTS

The ongoing pandemic has motivated consumers to reconsider how they conduct routine payments, prompting many to move away from more-established forms of payment at the POS such as cash or checks in favor of emerging digital methods. One recent [study](#) found that cash transactions now account for only 20 percent of in-store payments worldwide, representing a 32 percent drop since 2019. eCommerce purchases and touchless transactions via mobile wallets or tap-and-pay plastic cards are rising in cash's place, but — critically for merchants — so are consumers' expectations.

Customers are now expecting their purchasing experiences to be smooth, seamless and personalized whether they are shopping online, through their mobile phones or inside brick-and-mortar stores. Shoppers are seeking out merchants that not only offer one or more of these retail channels but also support payments through an expanding number of methods and devices. One-third of all consumers in a recent [survey](#) said that their loyalty to everyday stores has changed since the pandemic began, with 36 percent attributing that change to whether retailers support online payments, including shopping via apps such as Instacart or Peapod. Online consumers report similar expectations for payment variety and personalization, expressing a willingness to leave their

carts behind if their experiences do not meet these standards. The latter tendency was especially high during the early days of the pandemic, with one global [study](#) finding that cart abandonment reached over 94 percent between January and June 2020.

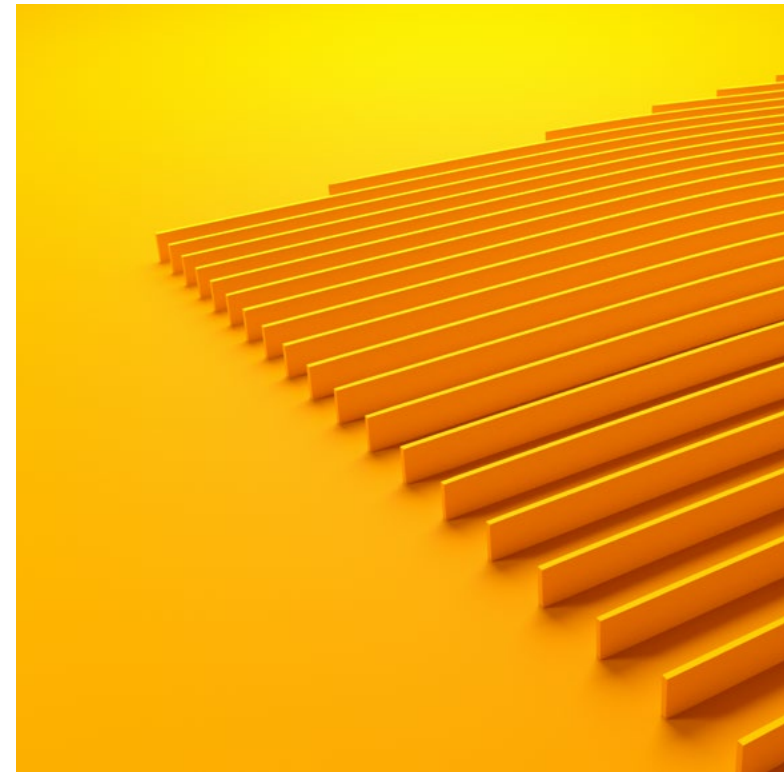
Determining how to meet consumers' shifting needs is essential for both brick-and-mortar and digital merchants as they seek to engage and retain new customers in an increasingly competitive environment. The following Deep Dive examines how the pandemic has nudged consumers to utilize a growing variety of devices for routine transactions, as well as how this might affect shopping and payment trends in the near future. It also analyzes why it is important for merchants to understand these shifts and outlines what they can do to ensure that they are providing swift, seamless experiences to customers across all devices and channels.

### THE RISE OF DEVICE-AGNOSTIC RETAIL

Consumers' desires to pick and choose from several different payment options or to shop in multiple channels did not originate with the pandemic: Shoppers have been seeking out faster and digital payment alternatives in recent years, especially as smartphone penetration has increased worldwide. Mobile phones have quickly become essential devices for commerce both online and in-store. One recent [study](#)

found that mobile browsing accounted for 65 percent of eCommerce traffic in 2020 compared to 15 percent in 2012. Another [report](#) predicted that mobile-supported digital wallets will account for as much as one-third of all in-store transactions by 2024.

What has changed since the pandemic's onset is the level of importance consumers attach to digital or mobile payment experiences. Eighty-eight percent of customers in one [survey](#) noted they expected companies to accelerate digital initiatives in the wake of the global health crisis, for example. Consumers are also beginning to consider the potential retail benefits of other





connected devices, including voice assistants or smart speakers as well as mobile apps and wallets, after spending months sequestered at home due to public health guidelines. One recent PYMNTS [study](#) discovered a desire among consumers of all demographics to try out connected buying experiences through new digital devices for a number of reasons, though bridge millennials — the consumer group between 33 and 43 years old — appear to be leading this trend. Approximately 79 percent of all consumers surveyed are interested in connected buying experiences because they believe them to be easier and more convenient, compared to 82 percent of bridge millennials, for example. Sixty-seven percent of consumers are also interested in these experiences because they enjoy adopting new technology, while 76 percent of bridge millennials state the same.

Crafting seamless and device-agnostic shopping experiences at the digital or physical POS is thus crucial for merchants looking to capture and retain consumers’ attention, especially as the latter continue to seek out new connected device or payment experiences.

THE EXPANDING ROLE OF VOICE FOR SEAMLESS PAYMENTS

One set of devices consumers appear to be gravitating toward is voice-activated tools, notably smart speakers. Such devices are rapidly becoming more popular, with one recent PYMNTS [report](#) finding that 33 percent of consumers own voice assistants of some kind. That same study also revealed that more than 23 million consumers who own voice-connected speakers are now using them to make purchases, especially for retail products.

This offers a significant opportunity for retailers, as it broadens the world of commerce beyond both the brick-and-mortar store and the digital screen. Consumers are also much more willing to shop from the comfort of their own environments, which they are outfitting with an increasing variety of smart devices, including connected fridges, TVs and cars. Monitoring consumers’ use of these devices as it continues to evolve is therefore essential for retailers aiming to connect with customers where they are.



# ANATOMY OF A CONSUMER PAYMENT

## about

### PYMNTS.com

PYMNTS.com is where the best minds and the best content meet on the web to learn about “What’s Next” in payments and commerce. Our interactive platform is reinventing the way in which companies in payments share relevant information about the initiatives that shape the future of this dynamic sector and make news. Our data and analytics team includes economists, data scientists and industry analysts who work with companies to measure and quantify the innovation that is at the cutting edge of this new world.

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