

# Driving Business Success with Innovative Payments Technology



Thriving New Zealand businesses know that outstanding customer experience is at the heart of their success, and contactless and mobile technology is part of the experience that customers are demanding now.

The Merchant Contactless Study undertaken by Paymark and independent insights agency TRA, shows through analysis of Paymark data how merchants can benefit from innovative payment technology that is enabled by contactless. TRA has examined three years of data from Paymark's network and the results show that contactless can help give retail and hospitality operators an edge to help them succeed in today's highly competitive commercial environment.

## Contactless merchants enjoy many advantages



Better customer experience



Tech ready and future-proofed



Improved competitive advantage



Greater operational efficiency

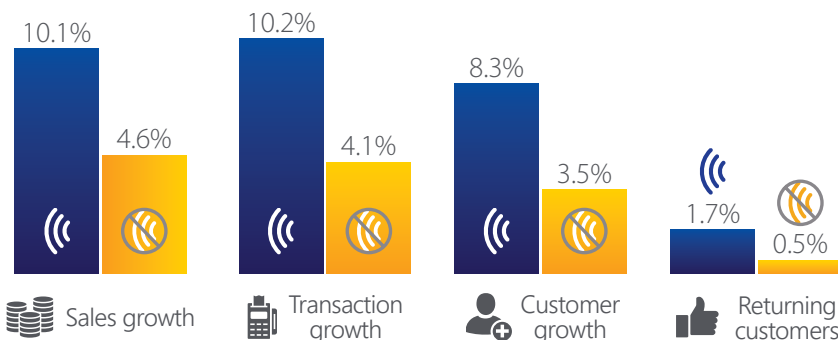
## Customers prefer contactless

More and more Kiwis are choosing to use contactless payments. Visa payWave transactions grew to **25 million transactions per month** compared to 16.8 million transactions at the same time last year\*

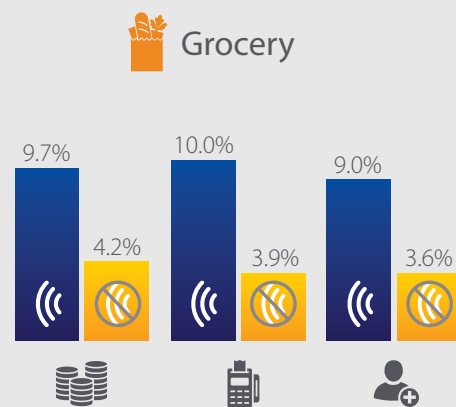
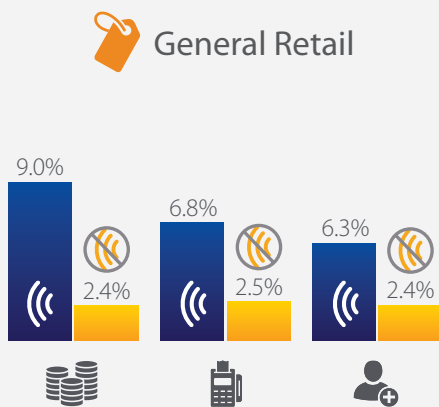
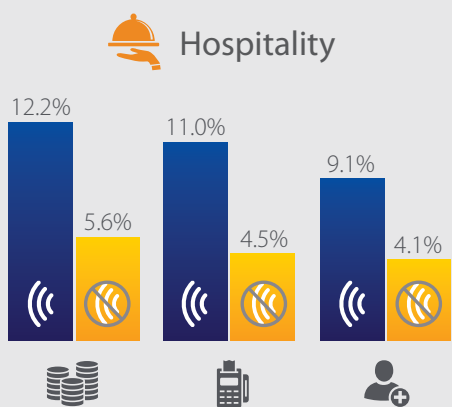
\* VisaNet, January 2018 and January 2017



Contactless merchants enjoy at least double the growth rates of non-contactless merchants



## Major business sectors benefit from contactless technology



### About the study

The Study has been conducted by TRA using transaction data from New Zealand businesses through Paymark's network over the period January 2015 to March 2018. The Study analysed 4638 contactless merchants and 29,903 non-contactless merchants which made up the control groups from transaction history for merchants in the hospitality, grocery, hardware, general retail space, and other industries.

TRA carried out the matching of contactless merchants to non-contactless merchants using a technique called k-nearest neighbour matching for causal inference. This means matching contactless merchants to non-contactless merchants in such a way that enables TRA to make causal statements about the nature of contactless payments.