



Welcome to the **August** edition of ACT News – Driving Insights. This complimentary service is provided by ACT Canada. Please feel free to forward this to your colleagues.

In This Issue

1. ACT Canada: training program request
2. RBC first bank in Canada to enable bill payments using Siri
3. How popular are mobile payments in Canada, anyway?
4. Google and Walmart team up to offer voice-first ecommerce in US
5. Collabria partners with Central 1 to offer greater payment flexibility to cardholders and integration with memberdirect®
6. Payments industry bringing faster, more convenient batch payments to Canadian businesses
7. UL releases new cloud-based payments test suite for MasterCard MCBP
8. Cash use in Canada expected to fall 70 percent by 2030
9. OT-Morpho traveler authentication program hits 5 million enrollees
10. Dream Payments launches national dealer program
11. Samsung to power biometric authentication pilot for Bank of America
12. Ingenico extends AliPay acceptance to banks and acquirers in Europe
13. Why understanding morality is key to understanding future with AI
14. ICC Solutions releases ICCSimCTC: VISA HCE validated by VISA
15. Helping Canadians keep score: RBC introduces free credit scores and first digital simulator in Canada to help Canadians understand their credit
16. Swift's cross-border blockchain trial is moving into its next phase
17. Moneris introduces comprehensive iPad point-of-sale (PoS) solutions for Canadian retail and restaurant businesses
18. Walmart leaps ahead of Amazon with scan & go
19. Accenture acquires Verax, enhancing its banking technology capabilities in Canada
20. Square turns receipts into communication channel in Canada



ACT Canada Partners

INGENICO - *Point of Sale Equipment Partner*

Ingenico Group is the global leader in seamless payment, providing smart, trusted and secure payment solutions to empower commerce across all channels, in-store, online and mobile. With the world's largest payment acceptance network, we deliver secure solutions with a local, national and international scope in 125 countries. For over 30 years, we have been the trusted world-class partner for financial institutions and for retailers, ranging in size from small merchants to several of the world's best known global brands. Our smart terminal and mobile solutions enable merchants to simplify payment and deliver their brand promise.

INTERAC - *Payment Network Partner*

Interac Association is a recognized world leader in debit card services. Interac Association is responsible for the development and operations of the Interac network, a national payment network that allows Canadians to access their money through Interac Cash at 60,000 Automated Banking Machines and Interac Debit at 766,000 point-of-sale terminals across Canada. Interac Flash, a secure contactless enhancement of Interac Debit allows Canadians to pay for items instantly with their Interac chip debit card at a reader that supports Interac Flash.

New and Renewing Members

General Member

UnionPay International ~ member since 2015

Career Opportunities

Visit our career opportunities section for the latest opportunities - <http://www.actcda.com/information/careers/>

Looking for good people?

There is a lot of movement in the market, so if you are looking for new employees, we are always aware of some great people. Please contact ACT Canada for more details - postings@actcda.com

Calendar of Events

Money2020 Europe

Jun 26-28, 2017

Copenhagen, Denmark

www.money2020europe.com

ACT Canada members receive discounts

Money2020

Oct 22-25, 2017

Las Vegas, NV, USA

www.money2020.com

IVIE Awards Gala

Nov 8, 2017

Toronto, ON, Canada

Help us celebrate the best in innovation in payments and digital identity!

Nominations now open at www.actcda.com/ivies.html

Articles

1. ACT CANADA: TRAINING PROGRAM REQUEST

Source: ACT Canada (08/26)

ACT Canada introduced training sessions 2 years ago to help educate you and your staff. From an intro to payments in Canada to the impact of regulatory and technology changes on your business, these sessions offer insights for every level. We're developing our next round of training sessions and would like your input. AI, modernization, and quantum computing are just some of the topics under consideration. Which sessions would you find valuable? Which sessions would be helpful for your staff, executive team or marketing department?

Please take a few moments to complete our training topics survey (it's only 4 quick questions). This will help us make sure your needs are being met. Please click here to take the survey -

https://www.surveymonkey.com/r/2017_training_topics

2. RBC FIRST BANK IN CANADA TO ENABLE BILL PAYMENTS USING SIRI

Source: RBC Royal Bank (08/01)

Who doesn't wish they had an assistant to pay their bills? Thanks to an update to the RBC Mobile app, Royal Bank of Canada ("RBC") personal banking



clients are now the first in Canada who can ask Siri to pay their bills on iPhone and iPad. RBC also launched seamless Interac e-Transfer payments within iMessage, which means clients can send a transfer without leaving their iMessage window. Building on its market leading, free person-to-person (P2P) money transfer services for chequing account clients launched last year, and money transfers with Siri earlier this year, RBC continues to develop simple and innovative ways for clients to make payments and bank with their mobile devices.

"By offering bill payments through Siri and P2P transfers through iMessage, we're providing more convenient solutions to support our client's payment needs," said Sean Amato-Gauci, executive vice-president, Cards, Payments and Banking, RBC. "Our clients are avid users of Interac e-Transfer payments, and embraced our launch of money transfers using Siri earlier this year. By giving clients the ability to seamlessly and conveniently bank using voice commands, we're delivering simple and innovative solutions."

Using Siri to pay your bills with the RBC Mobile app

Paying your bills using Siri is simple. Once you give the voice command, Siri will confirm the name from your payee list and the RBC Mobile app automatically debits your account and sends the payment. The payment is secure and protected by TouchID. Sending an Interac e-Transfer payment is just as simple. Clients simply type the amount of money they'd like to send to their contact in the iMessage window, and authenticate the transfer using TouchID. These payment solutions are the latest enhancements from the RBC innovation labs, which test new ideas by partnering with academia, fintechs and RBC clients to make banking easier. The RBC labs are actively working on a range of client solutions that will be coming to market this year.

"We're one of the leading voices on artificial intelligence in Canada, and our integration of Siri into bill payments and P2P transfers are an example of how our clients are already benefitting from these advancements in AI," said Amato-Gauci. "We're committed to providing clients with exceptional experiences when, how and where it's most convenient for them, including exploring ways to integrate into social networks and digital platforms that are essential to their everyday lives." The RBC Mobile app was recently awarded the Highest in Customer Satisfaction Among Canadian Mobile Banking Apps by the J.D. Power inaugural 2017 Canadian Banking Mobile App Satisfaction Study. RBC has seen an increase of more than 20 per cent in active mobile users over the past year, a clear indication that more Canadians are using the RBC Mobile app to bank whenever and wherever they want. The RBC Mobile app is available for free download from the App Store on iPhone and iPad or at www.AppStore.com. For more information about the RBC Mobile app, please visit www.rbcroyalbank.com/mobile/.

Interac Association and Royal Bank of Canada are members of ACT Canada, please visit www.interac.ca and www.rbc.com.

3. HOW POPULAR ARE MOBILE PAYMENTS IN CANADA, ANYWAY?

Source: IT Business, by Eric Emin Wood (08/18)

Only 12 per cent of Canadian smartphone owners have used their phones to make an NFC payment, according to Visa Inc. Numbers like that indicate mobile payment technology isn't catching on with Canadians to the extent that its most bullish supporters believe, but interviews with executives from Visa, the Interac Association, Mastercard Inc., Moneris Solutions, Toronto-Dominion Bank, and Royal Bank of Canada (RBC) suggest the platform is likely to grow. Debbie Gamble, Interac's head of digital strategy, echoed the majority of her counterparts when she said that her organization's number-one goal is helping Canadians securely pay for whatever they want wherever, whenever, and however they please, though she noted that the "incredible" adoption rate of mobile devices across the world and in Canada has made them a leading channel in the emerging payments space for quite some time.

"Mobile has very much been a key part of how we look at enabling our partners, including financial institutions, merchants, and probably most importantly, Canadian consumers," she said. "It needed to be a core component of our roadmap, and has been for awhile."

Interac's support for near-field communication (NFC)-based mobile payment technology, and more importantly Interac Flash, its card-based predecessor introduced in 2014, might also be a key reason Canada is better equipped than other countries for the technology to eventually take off: according to Visa head of technology and digital innovation Derek Colfer, 70.7 per cent of purchases in Canada are made electronically, including credit card, debit card, and mobile payments. Compare that to the U.S., where only 48.3 per cent of purchases are made electronically, and Japan, where credit, debit, and mobile account for only 20.9 per cent of payments, according to Visa. Few details, but better poised for growth.

In a study conducted in June, Google Inc. found that one in three Canadians had used their smartphones to pay for something, though the report's accompanying infographic did not indicate whether these payments included, say, e-transfers, paying an Uber driver, or using a mobile device to order from an online retailer such as Amazon. Most of the companies interviewed for this story were similarly vague: only Interac, Visa, Moneris, and RBC offered concrete numbers, and most of their statistics blended mobile with other types of payments, including mobile banking. The exception was Visa's Colfer, who provided the 12 per cent rate of usage, based on Visa Digital Commerce Index Research conducted this year.

Malcolm Fowler, Moneris's chief product and partnership officer, could not provide mobile payment numbers but told ITBusiness.ca that contactless spending – essential for the technology to function – increased in the second quarter of 2017 by 36.29 per cent over last year.

“Tapping’s rate of acceptance has seen triple-digit growth over the last three years,” he said. “So for Apple Pay and Android Pay and other digital wallets, it’s like the railway tracks have been fully laid out and people are comfortable using them.”

Interac’s Gamble said that more than 70 per cent of Canadians are using their mobile devices to send and receive e-transfers. In an email Sean Amato-Gauci, executive vice president of RBC’s cards, payments, and banking division wrote that more than 84 per cent of the company’s Canada-based transactions are now performed on self-serve channels, including digital and mobile, and that it’s seen a 23 per cent increase in active mobile users over the past year. Even Colfer said Visa’s research indicates that of the 83 per cent of Canadians who own a smartphone, 47 per cent have used them to make a purchase either in-app or in-store.

“We’re seeing healthy increases in payment uses,” he said. “The way that people pay for things at the till is going to change and change very quickly.” Colfer also noted that Visa’s tracking software doesn’t currently recognize whether a purchase is made on a mobile device, card, or IoT device, though the company’s contactless payment network, payWave, is growing quickly. Since going live in 2012, Visa has added five banks, two operating systems, and 24 mobile devices to the payWave network, and the platform’s penetration in the Canadian market has grown from 31.1 per cent last year to 41.7 per cent, he said. “That’s a tonne of movement in a very short period of time, and it’s unique to Canada,” he said.

Visa and Interac: A key focus for new programs

Each of the companies interviewed was considerably more eager to discuss exactly how mobile payments are guiding their future plans: Interac’s Gamble, for example, noted that her organization followed up Interac Flash with a mobile version in 2016, and has since followed that with token service provider (TSP) support, which allows businesses to deliver mobile solutions to customers using a financial institution’s wallet app, Apple Pay, Android Pay, “or whatever OEM solution is coming down the pipe,” she said. Gamble also emphasized that much of the widespread adoption of e-transfers is payment-related: “It’s all payments to consumers, whether you’re paying your friend back for coffee, paying your babysitter for the night or paying for an Uber,” she said.

Visa’s Colfer said that his company’s mobile payment strategy doesn’t focus on mobile devices so much as it does with the Internet’s mobility in general: that is, smartphones might be excellent conduits for payments, but so are other Internet of Things (IoT) devices such as automobiles. And between mobile and IoT devices, the company expects to have between 20 and 30 billion endpoints at its disposal over the next few years.

“It’s already digitized and it’s very easy to port that digital card into another form factor, be it a smartphone or a car,” he said. When it comes to mobile NFC payments, Interac’s Gamble acknowledged that Canadians are only at the start of the journey, though she added that the company is “really happy with how well the stage has been set for consumers to transact at the point of sale,” and “with how consumers are embracing that opportunity.” In fact, Interac will be releasing its own mobile solution later this year, she said, and sooner than later is planning to support in-app and browser purchases.

“That really is the next strategic play for us,” she said. “Helping customers order their coffee ahead of time and pick it up in one seamless in-app experience.” When asked to share numbers, Gamble said it was too early to do so. “We have only been on the market for months on Android Pay, and a year on Apple Pay, so it’s much too early,” she said. “But the growth we are seeing is really promising.” Colfer believes that the more often Canadian consumers experience the advantage of mobile payments, the more likely they’ll be to adopt the technology. For example, when Visa launched NFC payments were in Canada in 2012, they had a value limit of \$50, which was later raised to \$100. On mobile devices, that ceiling can disappear, since the digital wallet services such as Apple Pay include consumer identity verification features.

“Because we have that biometrics CV, that \$100 limit goes away and instead of \$100 at the grocery store, it’s a \$9,000 TV at the electronics store,” Colfer said. “It’s not about cups of coffee and burgers anymore, it’s about everything.”

MasterCard: An opportunity to be seized

For Pablo Cohan, MasterCard’s senior vice-president of digital payments and labs, mobile payments lie on the same continuum as the MasterCard-ready refrigerator; digital payment-enabled vending machines; and MasterCard-enabled smart devices like Softbank’s Pepper the Robot.

“The proliferation of new devices is really leading the global consumer to shop wherever and however they want,” he said. “And at MasterCard we’re thinking differently, and designing products differently, and innovating faster than before to accommodate them.” Calling digital payments – including mobile payments – the company’s biggest opportunity since the introduction of plastic, Cohan said MasterCard’s goal is twofold: To ensure that every device capable of making a payment is enabled to do so, and that it can do so securely.

“We want to make sure that paying digitally is as safe as using your chip card,” he said. Though MasterCard could not share exact numbers, Cohan said that between the Canadian banks’ support for Masterpass, Apple Pay, and to a lesser extent, Android Pay, Canada has the right infrastructure in place for mobile payments to “grow significantly.” Globally, he said, the company is seeing growth



in what he calls “everyday use cases,” such as transit, taxis, and parking. Another area of growth, he says, is in quick service restaurants, where many customers use their mobile devices to order ahead.

“Canada has never been in a better position than it is now to support mobile payments,” he said. “It’s been a leader in the category by having NFC-enabled terminals for awhile, and now it has the right partners along with the right technologies in the market to move forward. I’m really excited about what’s going to happen in Canada in the next couple of months.”

TD: When mobile knocks, Canada answers – slowly

Like Visa’s Colfer, Hisham Salama, TD Bank’s vice-president and head of emerging payments and innovation, was quick to note the advantage Canada’s NFC infrastructure has over his home country, the U.S.

“Having grown up there, I can tell you that many American consumers don’t understand anything except swiping a card and signing,” he said. “But in Canada, NFC has been around for close to a decade, and tapping a card has come to feel natural to Canadian consumers, which is why I think usage here has picked up quite a bit.” More importantly, Canadian merchants and retailers understand how NFC technology works, Salama said, whereas in the U.S. Apple Pay has only just sparked the movement and, in his experience, confused many American retailers and their staff.

“I still see it firsthand when I go back home,” he said. “You try to use contactless payment and the clerks just don’t get it – they don’t fundamentally understand the process because it’s still not pervasive.” Like MasterCard, TD could not share specific numbers, though Salama said the company has been “very happy” with adoption and usage rates, and emphasized that it’s important to distinguish between the two. “Adoption is great, but are customers using the product?” he said. Low adoption could also be part of the reason TD has yet to join Android Pay in Canada, though both Salama and RBC’s Amato-Gauci, whose bank also has not yet signed up with Google’s mobile payment service, noted that TD and RBC customers can still conduct mobile payments on Android devices using their banks’ respective mobile apps.

“Mobile payments aren’t going to be a fly-by-night banking capability,” TD’s Salama said. “They’re here for the long haul, and are going to proliferate across multiple channels at their own pace.”

Interac Association, MasterCard Inc., Moneris Solutions, Toronto-Dominion Bank, and Royal Bank of Canada (RBC) are members of ACT Canada; please visit www.interac.ca, www.mastercard.ca, www.moneris.com, www.td.com and www.rbc.com.

4. GOOGLE AND WALMART TEAM UP TO OFFER VOICE-FIRST ECOMMERCE IN U.S.

Source: *IT Business* (08/23)

Amazon has some new competition this morning when it comes to making a purchase simply by speaking a command, and it's coming from a newly-minted partnership between Google Inc. and Walmart.

The two firms announced on Wednesday morning that Walmart's products will now be available for purchase to Google Assistant users via Google Home, or on the Google Express website and mobile app. Walmart customers will link their existing ecommerce accounts with Google in order to receive "personalized shopping results based on your online and in-store Walmart purchases," writes Sridhar Ramaswamy, senior vice-president of ads & commerce at Google. "For example, if you order Tide Pods or Gatorade, your Google Assistant will let you know which size and type you previously ordered from Walmart, making it easy for you to buy the right product again."

Google currently offers products from Costco and Target via its Express service in the U.S. But the addition of hundreds of thousands of items from Walmart will be the largest amount of products from one retailer, writes Marc Lore, president and CEO of Walmart eCommerce. The primary way that Walmart sees Google Express shoppers placing orders is to reorder consumable products that they've previously purchased in-store or from Walmart.com. It's integrating its Easy Reorder feature with Google Express to enable that.

"This is just the beginning," Lore writes. "Next year, we will also leverage our 4,700 U.S. stores and our fulfillment network to create customer experiences that don't currently exist within voice shopping anywhere else, including choosing to pick up an order in store (often for a discount) or using voice shopping to purchase fresh groceries across the country." The partnership will go live in late-September in the U.S. No word from the firms if or when it will be extended to Canada. IT World Canada has made a request for comment from both Walmart and Google on the matter. Google also announced that it's going to offer free delivery on its Google Express service, so long as orders meet a minimum requirement set by the store. No membership is required for this feature, and delivery times range from one to three days.

Walmart Canada Corp. is a member of ACT Canada; please visit www.walmart.ca.



5. COLLABRIA PARTNERS WITH CENTRAL 1 TO OFFER GREATER PAYMENT FLEXIBILITY TO CARDHOLDERS AND INTEGRATION WITH MEMBERDIRECT

Source: Central 1 (07/27)

Collabria Financial Services Inc. (Collabria) announced a new partnership with Central 1 Credit Union (Central 1) that will offer cardholders increased payment flexibility and integration with Central 1's Origination Solutions platform and online banking solution, MemberDirect. The integration of the Collabria card program with MemberDirect will give cardholders a consolidated view of their credit card balances, transactions and spending analysis all within their online banking. Credit union members will have more options when making payments on their credit card accounts and easier ways to pay their balances.

"Collabria is excited to work with Central 1 to deliver this functionality to our credit union partners and their cardholders," said Collabria CEO John Dundas. "The alliance between the Collabria credit card platform, Central 1 and MemberDirect will provide cardholders with greater functionality and integration with their existing credit union online banking experience." The integration with Central 1's Borrow Anywhere and Open Anywhere Origination Solutions will allow customers to apply for a credit card at a branch or online and make it easier for credit unions to acquire new members through their online channels. Advanced origination features on Central 1's platform include electronic signatures, document repository, compliance with the latest regulatory changes, and more.

"Collabria is focused on providing credit card solutions that meet the needs of credit unions and Central 1 is focused on creating exceptional user experiences," said Central 1 Chief Digital and Payment Officer Oscar van der Meer. "Our partnership helps Central 1 continue to power the digital transformation of credit unions across Canada."

Central 1 and Collabria are members of ACT Canada; please visit www.central1.com and www.collabriefinancial.ca.

6. PAYMENTS INDUSTRY BRINGING FASTER, MORE CONVENIENT BATCH PAYMENTS TO CANADIAN BUSINESSES

Source: Payments Canada (07/27)

Payments Canada, the country's financial market infrastructure for payments, today announced new rules that will enhance automated funds transfer, a type of payment commonly associated with employee payroll and bill payments. Alongside infrastructure enhancements at Canadian financial institutions, the changes will mean faster and more accessible payments for businesses across the country.



“This is an important milestone on our journey to modernize Canadian payments,” said Gerry Gaetz, President & CEO of Payments Canada. “Canada’s ambitious payments modernization agenda will create a platform for innovation, inspiring new ways for Canadians to pay, transfer money and exchange information about their payments. The enhancements to automated funds transfer are just the beginning of some exciting changes ahead.”

Automated funds transfers – also known as batch payments – move roughly 1.7 billion payments in Canada every year and represent the greatest value of payments in Canada’s retail payments system. Around the world, batch payments remain a staple of most payments systems because they are cost effective and efficient. With automated funds transfer, organizations can pay employees electronically at the same time rather than issuing cheques one by one. The payment type also allows for the use of Pre-authorized Debits (PADs), a convenient way to arrange for scheduled or ad-hoc payments, such as payments to a biller.

Payments Canada’s new rules, which apply to Canadian financial institutions, support infrastructure enhancements to the automated funds transfer payment stream as part of Payments Canada’s Modernization program. The changes will enable new features like same-day payroll, expedited bill payments, faster settlement of invoices, the move away from paper and cheques and more uniform service across the country in all time zones. These benefits are achieved with the introduction of a third time-of-day for financial institutions to exchange batch payments and new obligations to provide funds availability within two hours. The new rules for automated funds transfer come into effect in the Fall of 2018, in line with the supporting infrastructure enhancements required by financial institutions. The mandatory adoption of ISO 20022, a global messaging standard that allows more data to travel with the payment, will form a second phase of work. Other key changes on the near horizon include new processes for monitoring liquidity in the high-value payment system and operationalizing a new credit risk model and framework for the retail system.

“These initial enhancements will keep Canada up-to-speed with countries around the world, help our businesses compete in today’s digital economy and offer greater choice to the marketplace,” said Jan Pilbauer, Executive Director of Modernization and CIO at Payments Canada. “Enhanced and faster automated funds transfer will promote electronic payments in Canada, reducing the reliance on cheques.”

Payments Canada is a member of ACT Canada; please visit www.payments.ca.



7. UL RELEASES NEW CLOUD-BASED PAYMENTS TEST SUITE FOR MASTERCARD MCBP

Source: UL (08/02)

UL is pleased to announce the release of the new version of the UL Cloud-based Payment Functional Test Suite for MasterCard MCBP. The tool has been updated to cover the most recent test plans from MasterCard.

The UL Cloud-based Payment Functional Test Suite for MasterCard MCBP helps MasterCard card issuers to test MasterCard mobile payment applications and allows for preparation and self-certification for formal approval by MasterCard. It includes all the contactless test cases as defined by MasterCard and allows testing of a MasterCard cloud-based payments compatible application installed on an NFC-enabled mobile device using a contactless reader. The test suite has been officially qualified by MasterCard and is an official MasterCard qualified MPA Test Tool.

The UL Cloud-based Payment Functional Test Suite for MasterCard MCBP has now been updated to cover the most recent test plans from MasterCard: MCBP1.0, MCBP1.0+ CLUE, MCBP1.0+ CDCVM, version #170630#001. On top of that, the automation assistant has been updated to include support for Galaxy S6, Galaxy S7 phones, and newer android versions. Existing customers with a valid Service Contract can download the latest version from the UL Test Tools Customer Portal.

MasterCard and UL are members of ACT Canada; please visit www.mastercard.ca and www.ul-ts.com.

8. CASH USE IN CANADA EXPECTED TO FALL 70 PERCENT BY 2030

Source: Mobile Payments Today (08/15)

By 2030, cash will account for only 10 percent of purchases in Canada, according to a prediction by Moneris Solutions Corp., a Canadian card processor. This compares with 35 percent of transactions in 2014, a company press release said. This 70 percent decline will coincide with an increase in the use of digital payment technologies, especially among younger Canadians, Moneris said. The company's survey of Canadians found that 67 percent aged 18–34, 56 percent aged 35–44, 48 percent aged 55–64, and 49 percent aged 65 and older, preferred to use a contactless-enabled card to make purchases — the same tap-to-pay method used in mobile wallets

"More Canadians — especially younger ones — are tapping their cards to pay as opposed to inserting them into payment terminals," a Moneris spokesperson said about the trend. "We've seen the number of contactless

transactions more than double this year, which is a strong indication that mobile payments are going to see a huge lift."

Other survey findings

Predictably, the percentage of Canadians likely to prefer mobile wallets declined with age:

- ages 18–34 — 25.3 percent;
- ages 35-44 — 23.5 percent;
- ages 45-54 — 18.3 percent;
- ages 55-64 — 10.4 percent; and
- ages 65 and older — 5.8 percent.

Canadians said they would be more likely to use a mobile wallet if:

- I knew it was secure — 61.6 percent;
- more stores I shop at accepted it — 41.9 percent;
- it were available for the kind of credit card I use — 39.8 percent;
- it were available for the kind of phone I use — 37.8 percent; and
- more people I know were using it — 36.6 percent.

Percentages of Canadians who say they use the following payment types always or often:

- credit card — 59.7 percent;
- debit card — 55.9 percent;
- contactless enabled card (tap to pay) — 31.3 percent;
- mobile wallet (e.g., Apple Pay, Samsung Pay, etc.) — 2.5 percent;
- cash — 45.7 percent; and
- retailer app (e.g., Starbucks app) — 4.8 percent.

Canadians said they would leave their wallet at home if they could:

- store all of my loyalty cards on my phone — 50 percent;
- get all my receipts emailed to me — 47.9 percent;
- make purchases at any store using my phone — 45.8 percent;
- store my identification (i.e., driver's license, health card, etc.) in my phone — 40.5 percent; and
- pay for public transit using my phone — 35 percent.

The online survey of 1,516 Canadians was conducted by Leger, a Canadian market research team, April 25–28, 2016.

Moneris Solutions is a member of ACT Canada; please visit www.moneris.com.



9. OT-MORPHO TRAVELER AUTHENTICATION PROGRAM HITS 5 MILLION ENROLLEES

Source: *Secure ID News (08/07)*

As the summer travel season heats up, OT-Morpho has announced it has enrolled 5 million air passengers in its TSA PreCheck traveler authentication program. The company credits the achievement of that milestone to such factors as a mobile enrollment push and a revamped ad campaign. Designed mainly for domestic travelers and people who fly at least three times per year, the enrollment service is operated by IdentoGo. The company's trusted traveler program "allows U.S. citizens, U.S. nationals and lawful permanent residents to quickly move through security at U.S. airports in expedited lines without removing shoes, laptops, liquids belts and light jackets," OT-Morpho says. Designed mainly for domestic travelers and people who fly at least three times per year, the enrollment and airport security service is operated by IdentoGO, a service made by MorphoTrust, which is itself part of OT-Morpho.

Traveler authentication program

Here's how OT-Morpho's traveler authentication program works:

- Fliers are encouraged to start an application by pre-enrolling online via the TSA PreCheck site, and then making an appointment at one of the 390 local IdentoGO centers. IdentoGO operates "its own centers, kiosks in airports and H&R Block offices and more," a company spokeswoman says. "The enrollment agents in each location are employed by IdentoGO. There is a pretty wide spread of locations—in Virginia, for example, you can now enroll in PreCheck at DMVs across the state through a partnership announced last summer."
- At those appointments, agents verify identity documents such as birth certificates and passports, and "obtain biographic information before live-scanning applicants' fingerprints and securely transmitting the application package to TSA for review," the company says.
- The TSA then completes the application vetting process and issues a Known Traveler Number via mail once the application is approved. Applicants can check enrollment status at <https://universalenroll.dhs.gov/> and clicking on "Check Status."
- The application processing costs \$85, and buys five years of access to the TSA PreCheck program. Application processing typically takes a few days to a few weeks to complete.

The OT-Morpho traveler authentication program gained new enrollees in part from what the company calls a "mobile enrollment RV tour" that signed up fliers at business parks, universities and music festivals. The company also credited a revised TSA PreCheck advertising campaign that shifted its focus to millennials for securing new enrollees. Discounts also helped: Enrollees could earn a Groupon voucher for TSA PreCheck enrollment, along with \$150 in hotel discounts.



OT Morpho is a member of ACT Canada; please visit www.oberthur.com.

10. DREAM PAYMENTS LAUNCHES NATIONAL DEALER PROGRAM

Source: Dream Payments (08/24)

Dream Payments proudly announces the launch of the Dream Payments Dealer Program. This program enables retailers including wireless and electronics distributors to sell Dream's award-winning mobile payment solutions to business customers across Canada. It builds upon existing partnerships with 100+ retailers who are actively and successfully selling Dream Payments' mobile point-of-sale (POS) terminal in-store, online and through direct sales channels nationwide.

"We've had incredible success as a Dream Payments distributor because we are offering a proven product that meets a critical business need," said Joanne Morency, Director of Sales & Marketing for KELCOM Wireless. "Dream Payments also adds value for KELCOM because it is unique and it differentiates us as a provider of complete business solutions for small and medium-sized enterprises." Dream Payments provides businesses of all types and sizes with unique mobile POS solutions through its secure payments cloud and device management platform. It is the world's only mobile POS solution that is sold in retail stores and accepts Interac Debit and Chip and PIN credit cards.

"Dream Payments has made Interac Debit more easily available to micro-merchants and small business owners that have traditionally found it cost prohibitive to allow customers to pay with their debit cards," said Barry Campbell, Vice-President of Client Management, Market and Fraud Programs for Interac. "We are thrilled that Dream Payments has found yet another innovative approach to allow small businesses from coast to coast have access to a low-cost, secure payment acceptance option and can provide consumers with a convenient, secure and easy way to pay."

"Our national dealer program will enable Dream Payments' retailers to offer their small business customers a proven, value-added service so they can securely accept payments anytime, anywhere using any mobile device," said Jordan Cohen, Chief Commercial Officer for Dream Payments. "We're delighted to make Dream's solution more easily accessible to meet the great demand for an affordable mobile POS solution that accepts Interac Debit."

Dream Payments and Interac Association are members of ACT Canada; please visit www.dreampayments.com and www.interac.ca.

11. SAMSUNG TO POWER BIOMETRIC AUTHENTICATION PILOT FOR BANK OF AMERICA

Source: Banking Technology (08/16)

Samsung will launch a pilot programme that enables Bank of America (BofA) customers to log into their mobile banking app by taking a picture of their eye, reports Finovate (Banking Technology's sister company). According to a report from American Banker's Penny Crosman, half of BofA's customers are using fingerprint authentication to log into their app, a feature the bank began offering in 2015.

The other half of users login using their ID and password because they are either traditionalists, or hesitant to try the new login method for fear of a security breach. The pending iris scanning feature is part of a larger effort to gauge user sentiment toward general biometric authentication, including facial scanning and voice recognition. Michelle Moore, head of digital banking at BofA, told American Banker: "One thing we know we need to work on with our customers is, even in today's day and age of digital natives, there are questions about safety and security."

A group of 1,500 Samsung and BofA employees, which was hand-picked to emulate BofA's customer base, will spend six months testing the new authentication technology. The pilot aims to gauge if customers will use the new technology, if they understand it, and if they find it easy-to-use. Samsung debuted the iris recognition technology in March during its Unpacked event. The company asserts that the technology is more secure than fingerprint scanning. In fact, the CEO of the company powering Samsung's iris scanning technology, Mark Clifton, says the iris scanning technology is superior to the FBI's fingerprinting technology, which offers 130 unique identifiers, compared to the 400 unique identifiers that Samsung's iris scanning tool uses.

12. INGENICO EXTENDS ALIPAY ACCEPTANCE TO BANKS AND ACQUIRERS IN EUROPE

Source: Ingenico (07/31)

Ingenico Group has signed an agreement with Alipay, the world's largest online and offline payment platform operated by Ant Financial Services Group, enabling Chinese tourists to pay with their favourite digital wallet in European stores. Following their initial agreement in 2016 for online and in-store payments, Ingenico set up a turnkey solution for the in-store acceptance of Alipay wallets, China's largest mobile wallet with over 520 million active users, on its POS, offering the growing number of Chinese travellers the same user experience at the checkout as they are used to at home. Running on either Telium 2 or Telium Tetra terminals, the solution was designed to enable banks and acquirers to deploy this payment method easily across their network. It allows for automatic boarding and



activation of merchants and provides transaction reconciliation as well as access to advanced customer data on a web portal.

The solution is based on the recognition of the Alipay QR-code displayed on the customer's smartphone by the POS (transaction scan) or the reverse (merchant scan). This code includes information for the secure management of the transaction by the Ingenico terminal: it identifies the wallet and is specific to each transaction. The integration of Alipay payment method is fully compatible with all payment applications already installed on the POS, whatever the country, language or currency.

This achievement illustrates the universality of Ingenico POS as acceptance points for electronic payment transactions in-store, whether based on traditional credit and debit cards or on alternative payment methods such as Alipay. It also demonstrates that Ingenico is more committed than ever to developing new acceptance projects with Alipay, for the benefit of all European acquirers.

"With millions of Chinese tourists expected to visit Europe in the coming years, European merchants are eager to provide them with the best services and user experience, including Alipay acceptance.' said Luciano Cavazzana, SVP EMEA - Banks & Acquirers Business Unit, Ingenico Group. 'Ingenico is delighted to be the first provider of a turnkey solution for Alipay acceptance, easy to implement for banks and acquirers. This solution enables them to improve their offer to merchants, constantly trying to expand their payment method portfolio. This also confirms our design capabilities and the versatility of our terminals, for the benefit of all players in the payment ecosystem."

"Ingenico's new solution adds an easy go-to-solution for any acquirers who are Ingenico's clients to start accepting Alipay,' said Rita Liu, Head of Alipay EMEA, 'Europe is always the ideal destination for high-income Chinese tourists. We are expecting more acquirers and merchants to join Ant Financial's ecosystem to bring better cashless experience to Chinese customers."

Ingenico is a member of ACT Canada; please visit www.ingenico.com.

13. WHY UNDERSTANDING MORALITY IS KEY TO UNDERSTANDING FUTURE WITH AI

Source: Let's Talk Payments (08/22)

Artificial intelligence (AI) and machine learning (ML) are becoming an infallible part of the development of present-day technology. Yet the public discussion often centers around a notion of a 'human-like' robot and my concern is that the impact gets downplayed. How then should we look at the future with AI? One way which may be helpful is examining the aspect of morality and consciousness, or rather, the lack of both in decision-making in a new paradigm.

Humans have evolved based on a complex process of long-term trial and error. Our biological machinery has been honed over thousands of years to optimize (mainly) for survival and procreation and for these tasks, the human mind is highly advanced. However, we have to realize that the subjective aims of the human mind are the primary reason and motivation for all decisions made. Morality is a key element in the support of sustaining these two goals of the human species, and has successfully introduced a human-wide consensus to better our chance to achieve our goals.

As we look at crafting AI for better data-driven decision making in critical processes – such as optimizing far-reaching and complex value chains, making real-time decisions in applications such as self-driving cars and many more – we should recognize that without coded in morality, AI will actually act without the concept of morality or human subjectivity. In short, it will optimize any and all decisions based on the rational best outcome for the desired parameters rather than what ‘a good person would do.’

A Future with Less Morality May Be One Humans Find Uncomfortable

Looking at the grinding, long process of trial & error humans have undergone to evolve, we could expect AI to dwarf this process and undergo a rather rapid process of trial & error. Especially with the concept of connected machines and the vast availability of real-time data, we can expect the process to be fundamentally fast and unlike anything that has ever been seen before. The entire human species has used a moral compass in guiding development and uniting humanity behind a broader direction. For the first time in history, we may have a future chapter of innovation written and executed by a new kind of decision-making and at that, entirely non-human.

However, we should not be blind in assuming this future is far off. As authors in Moral Decision Making Frameworks for Artificial Intelligence point out, AI is already used in highly complex ethical fields of decision making such as organ transplants and waiting lists, deciding effectively who lives a little longer and who does not. Yet one does not even have to go to medical fields to find life-altering decisions made by non-humans, where AI is already far-used in determining eligibility for receiving and underwriting credit decisions including loans, which will determine who has an opportunity to access finances for a specific reason and again, who does not. This too has far-reaching consequences.

We’re already far along in introducing an objective decision maker into situations that truly matter, yet humans make a vast number of decisions each day with limited information and most importantly, limited objectivity. We shouldn’t write off the human brain however – it is truly a cognitive miracle that derives information from all senses in real time and through conscious and unconscious steering, shapes our thoughts & actions. Yet a lot of human morality centers around the

concept of self-protection in complex decision making and a lot of the information accessible to humans, is a fraction of what AI will be able to tap into and process.

Well Then – Can We Introduce Human Morality Into Technology?

It's certainly a possibility and one that several leading researchers and authors of our future are pursuing. For example, Future of Life Institute and Duke University have been active in the foray of introducing ethical engines into artificial intelligence and decision making by interesting applications of game theory. Researchers often look at the now-infamous examples such as the self-driving car and an unavoidable pedestrian accident and attempt to find very tangible ways of introducing intended morality in a way that is actionable and clear.

It is a complex task which involves classifying actions as morally right or wrong in a universal and generally accepted way. The establishment of a pre-written 'moral compass' would allow an element of human decision-making to be codified and carried on into applications that will learn on their own at some point.

We can generally think of the concept in different phases:

- where we introduce ethical guidelines to certain situations,
- where machines become moral themselves, learning ethical guidelines either top down or bottom up from people and
- machines that develop a consciousness that can determine a concept of morality by itself and act accordingly.

We can argue that we currently find ourselves in the first phase with the question of whether we'll ever reach the third phase at all.

Morality as a Lens for Future Outlook

The future of technology and AI will likely be a series of events, some controlled and pre-planned, and others the result of unintended consequences. Morality will be a key component in determining how the future looks and the exercise of considering the absence of morality may be useful in understanding why the field's importance is so profound. If we indeed never come to the third phase, we will also be looking at a future derived largely by a presence lacking consciousness. These elements may be impossible to imagine ahead of time, yet their implications are likely to be paramount.

14. ICC SOLUTIONS RELEASES ICCSIMCTC: VISA HCE VALIDATED BY VISA

Source: ICC Solutions (08/04)

ICC Solutions is delighted to announce the release of the Visa HCE test suite, hosted on the industry leading ICCSimCTC card test tool platform, which



has been fully tested and validated by Visa Inc. This test suite is the HCE self-certification tool or Visa Cloud Based Payment Self certification tool corresponding to Visa Cloud-Based Payments Contactless Specification v1.8. This tool supports the functional compliance self-testing using the [VCPCS Test Plan] for Visa Cloud-Based Payments Contactless Specification and used to determine whether the HCE application meet the requirements stated in the Visa Cloud-Based Payment Contactless Specification (VCPCS) and any applicable revisions.

The tool may be used by any HCE application developer and also test laboratories enabling them to provide testing services to support HCE developers that need some extra help. Derek Ross, Head of Sales and Business Development at ICC Solutions, commented: “Being validated by Visa Inc. for the Visa HCE test suite allows ICC Solutions to further expand our already extensive portfolio of card test suites. As a recognised and trusted name in the industry, clients are assured of our commitment to implement validated test tools to support new technologies as they come to market enabling consistent and efficient test campaigns.”

ICC Solutions Ltd is a member of ACT Canada; please visit www.iccsolutions.com.

15. HELPING CANADIANS KEEP SCORE: RBC INTRODUCES FREE CREDIT SCORES AND FIRST DIGITAL SIMULATOR IN CANADA TO HELP CANADIANS UNDERSTAND THEIR CREDIT

Source: RBC (08/22)

RBC, in collaboration with TransUnion, introduced CreditView Dashboard to all online banking clients. With CreditView, clients see what credit products they have on file, their credit score, and a first for Canada - a digital simulator to help clients understand how credit works. Clients can simulate financial scenarios, like applying for a new credit card or mortgage, and by entering a few numbers and details, the credit score is recalculated based on these actions.

CreditView Dashboard helps clients check their credit score regularly as the system updates monthly based on credit activity and it will not have any negative impact on their score. The digital simulator allows clients to create different credit scenarios using their actual credit history, and understand the potential impact to their credit score. All of the information is quickly and easily available in a customized dashboard, just clicks away from their account.

“We want all of our clients to succeed, and the key to success is providing as much knowledge and transparency as we can – all at their fingertips,” said John McNain, vice -president, Personal Lending. “Credit scores are a tricky concept to grasp, and this is one of those times we don’t want our clients to learn from their mistakes. CreditView Dashboard and our digital simulator help clients understand how credit works for them and more importantly, how to improve it.”

What is a credit score?

Credit scores are calculated using a mathematical formula based on a number of factors including the type and how much available credit you have, the amount you owe, how many products you have and payment behaviour. Your credit score can range from 300 to 900 points – 900 being the highest or most favourable score. RBC and TransUnion help all online banking clients understand their credit through digital simulator with financial scenarios. Credit scores are one of the factors considered by lenders in deciding whether or not to extend credit to you and if so, how much and at what rate. Access to your credit score through the CreditView Dashboard is a snapshot of your finances – a physical assessment of your financial health for informational purposes, but not a credit approval.

'Clients want immediate access to information and tools that will help them make the right financial decisions. Introducing a digital simulator and free credit scores, clients can take the time to understand and evaluate their next step before making the leap to the next purchase or product. We're digitally enabling our clients, and providing advice along the way," added McNain.

RBC and TransUnion are members of ACT Canada; please visit www.rbc.com and www.transunion.ca.

16. SWIFT'S CROSS-BORDER BLOCKCHAIN TRIAL IS MOVING INTO ITS NEXT PHASE

Source: Coindesk (08/21)

Swift is one step closer to adopting blockchain. After months of work, a team of developers at the inter-bank payments platform have completed a proof-of-concept built with the Hyperledger Fabric blockchain. Designed to test whether moving member bank accounts to a distributed ledger could help Swift reconcile in real time, the project is now ready for its next phase. According to Damien Vanderveken, head of Swift's distributed ledger technology R&D effort, Australia and New Zealand Banking Group, BNP Paribas, BNY Mellon, DBS Bank, RBC Royal Bank and Wells Fargo have now been given access to the platform for further testing.

If successful, Swift believes the tests could free up billions of dollars in dormant funds in banks' nostro accounts, which are set up all over the world to hold various currencies just in case they're needed for transactions. By moving the funds to a shared ledger, the test is seeking to confirm whether that practice can be eliminated, freeing up the capital to be invested in other ventures. Going forward, the founding banks are expected to complete their work next month, at which time the results will be validated by an additional 22 banks, including ABN Amro, Deutsche Bank, JPMorgan Chase and Standard Chartered.

Skepticism remains

While a small update, news that the test is moving forward nonetheless has notable implications for both Swift and blockchain adoption in banking more broadly. For one, even in spite of multiple blockchain efforts in various stages of development at Swift, the organization remains publicly skeptical of the technology. This has been especially true as it relates to real-time payments, where Swift is expanding its services using traditional payment rails even while startup Ripple takes aim at financial incumbents with its distributed ledger model for instant payments.

Here, Vanderveken echoed Swift's customarily incredulous tone, concluding that such developments aren't necessarily prompting concern in the organization. Vanderveken concluded: "Blockchain is very hyped, that is for sure, and whether blockchain drives innovation, I think it only drives innovation in payments. But does it drive it for instant payments? I wouldn't say so."

Disclosure: CoinDesk is a subsidiary of Digital Currency Group, which has an ownership stake in Ripple.

RBC Royal Bank is a member of ACT Canada; please visit www.rbc.com.

17. MONERIS INTRODUCES COMPREHENSIVE IPAD POINT-OF-SALE (POS) SOLUTIONS FOR CANADIAN RETAIL AND RESTAURANT BUSINESSES

Source: Canada Newswire (08/03)

Moneris Solutions Corporation ("Moneris") has introduced a range of complete iPad Point-of-Sale (POS) Solutions to help increase business efficiency for retail and restaurant businesses. Moneris iPad POS Solutions bundle software, hardware and Moneris Installation Services to help businesses get their payment systems up and running quickly. Businesses purchasing an iPad POS Solution also benefit from Moneris Concierge Services, a dedicated point of contact to help ensure a smooth transition to their new solution.

With nearly 80 per cent of consumers owning a smartphone, it has become clear businesses need to keep up with how technology is changing consumer behaviour. Yet, according to a recent Moneris survey, almost half of Canadian small businesses are using standard cash registers with limited functionality to process sales.

"Small businesses in Canada underpin our economy, but there's a reluctance toward adopting newer technology that could actually help their businesses. These businesses need and want help, and we're here to deliver solutions to help them succeed and grow," said Jeff Guthrie, Chief Sales and Marketing Officer, Moneris. "By working with industry leaders like Apple, we are



able to deliver the right tools, services and support to enable better customer experiences and business management capabilities for retailers and restaurateurs."

The right bundle for restaurants and retailers

Businesses can customize their Moneris iPad POS Solution with software that best suits their style of operations, whether they are a small retailer, restaurant, or making the transition from an online store to a physical storefront: PAYD Pro Plus is Moneris' proprietary iPad POS Solution designed for retail environments. It integrates payments with a full suite of retail features, including inventory management and real-time reporting, to offer businesses a complete view of their operations.

TouchBistro is an award-winning iPad POS Solution for restaurants and foodservice businesses that helps increase sales, improve customer experience and inform better business decisions.

The Shopify POS Solution on an iPad allows Shopify ecommerce merchants to easily expand their business to a physical store environment. Moneris is the only payment processor that offers debit and credit card acceptance for Shopify POS with the integrated Moneris iPP320 PIN Pad.

As a member of Apple's Mobility Partner Program and an Apple Authorized Reseller, Moneris sells Apple products, including the iPad, as part of its hardware offerings. Moneris iPad POS Solutions give businesses a choice of one of three hardware kits depending on their size and scale requirements. Hardware kits include equipment like iPad stands, Apple Mac minis, cash drawers, receipt printers and more.

End-to-end service and support

Businesses purchasing an iPad POS Solution from Moneris benefit from full, end-to-end service and award-winning customer support. With Moneris Concierge Services, businesses are given access to a dedicated, single point of contact to help guide the transition to their new iPad POS Solution. Additionally, businesses can maximize POS uptime through quick, on-site set-up of their iPad POS Solution with Moneris Installation Services. A team of in-house technical professionals handles the full hardware installation of the solution, including configuration and connection of devices, plus on-site software training for PAYD Pro Plus.

An affordable alternative

A basic retail bundle consisting of software, hardware, one payment terminal and on-site installation services starts at \$2,000.* A basic restaurant



bundle with similar components starts at \$2,300.** By comparison, the average starting cost of a computer-based POS system and software licensing can cost as much as \$10,000.

Moneris is a member of ACT Canada; please visit www.moneris.com.

18. WALMART LEAPS AHEAD OF AMAZON WITH SCAN & GO

Source: Mobile Payments Today (08/11)

Walmart is getting the jump on Amazon to make checkout lanes obsolete as the world's largest retailer is rolling out a mobile app that enables to scan and pay for items without the need to wait in line, according to multiple media reports. Amazon tested its own self-checkout option, Amazon Go, at a single location in Seattle last year that was only available to company employees. At the time, Amazon planned to open the Amazon Go storefront to the public sometime this year.

Meantime, Walmart is rolling out its Scan & Go app to more than a dozen stores in Arkansas, Florida, Georgia, Kentucky, South Dakota and Texas. Shoppers without a smartphone can get in on the action as well, as Walmart will provide them with handheld scanners.

Consumers who do not wish to link a payment account to the Scan & Go app can finish their shopping and visit a self-checkout register where they scan a barcode to pay for their items.

Walmart Canada Corp. is a member of ACT Canada; please visit www.walmart.ca.

19. ACCENTURE ACQUIRES VERAX, ENHANCING ITS BANKING TECHNOLOGY CAPABILITIES IN CANADA

Source: Accenture (08/24)

Accenture has acquired VERAX Solutions, a Toronto-based technology and systems-integration consulting firm that serves the financial services sector in Canada. Financial terms were not disclosed. VERAX is a privately-owned company founded in 2003 that employs around 180 people at offices in Toronto and Halifax. Its key service areas include IT strategy, enterprise architecture consulting, project and program management, financial risk and compliance solutions, as well as business intelligence and data warehousing. Serving leading banking, insurance and capital markets institutions, VERAX delivers IT consulting initiatives across the full range of financial-services lines of business, including wealth management, brokerage and mutual funds, mobile and online banking, retail and commercial banking, and insurance and capital markets.



The addition of VERAX – with its proven technology and systems-integration expertise across the financial services sector – will complement and enhance Accenture’s consulting and technology capabilities in Canada.

“VERAX consultants are known for their deep technical expertise, collaborative culture and strong reputation for delivery, which we believe will greatly complement and enhance the breadth and depth of our financial services capabilities in Canada,” said Robert Vokes, managing director of Accenture’s Financial Services practice in Canada. “The combination of Accenture and VERAX will help enable our clients to react even more quickly and with even more confidence, as banks face increased pressure to adjust to new digital capabilities, new regulatory requests, and increased competition.”

Sid Thomas, VERAX’s CEO and founder, said: “We are excited to join Accenture, whose scale, scope and reputation for excellence will benefit our clients and will provide an opportunity for our employees to escalate their careers and enhance the benefits they deliver to our clients.”

Accenture is a member of ACT Canada; please visit www.accenture.com

20. SQUARE TURNS RECEIPTS INTO COMMUNICATION CHANNEL IN CANADA

Source: Payments Business (08/24)

Square Feedback is available to Canadian businesses, turning digital receipts into a powerful communication channel between buyers and sellers. All Square sellers are now able to receive feedback directly from their customers through their digital receipt. A seller’s ability to know what customers think in real time can help keep customers happy and returning. Through Square Feedback, customer issues can be privately surfaced and immediately resolved, protecting a local business’s reputation from negative comments online or through word of mouth.

“We know that Canadian buyers more often than not open and review their Square digital receipts,” said Square’s Head of Canada, Cathy Vigrass. “By turning that existing buyer engagement into an actionable communications tool, we can help our sellers take customer service to the next level, which is critical to their success.” Square powers millions of digital receipts by email and text message every year in Canada. This new customer feedback tool is free and built into Square’s digital receipts as part of Square’s latest Point of Sale app.

Here’s how Square Feedback works:

Customers who make purchases from a Square seller can choose to receive their receipt via email or text. Right from the receipt, a customer can



answer the question “How was your experience?” with the tap of a button that best reflects their experience — they can select satisfied (smiley face) or dissatisfied (frowny face), give details and decide whether to start a conversation with the business. Square sellers receive an email alert when a customer leaves a comment. If a customer chooses to receive a response from the seller, the seller can respond directly via the Square Dashboard to ask follow-up questions and correct mistakes or misunderstandings. Sellers can manage customer feedback in their Square Dashboard and check it from anywhere in real time.

“In the age of Yelp and TripAdvisor, all businesses get online reviews from customers,” says Andrew McWilliam, Square seller and business owner of Ratio Coffee & Pastry in Vernon, British Columbia. “To directly take care of customer concerns through receipts and either issue a refund or send a coupon for a free beverage is powerful. It’s another level of engagement not offered on other platforms we have used so far.”

Square creates tools that help sellers of all sizes start, run and grow their businesses. Square enables sellers to accept card payments and also provides reporting and analytics, invoicing and next-day settlement. Square’s point-of-sale software helps sellers manage inventory, locations and employees and grow sales. Square was founded in 2009 and is headquartered in San Francisco, with offices in the United States, Canada, Japan, Australia, Ireland and the UK. Square operates in Canada through its wholly owned subsidiary, Square Canada Inc.



Our members' world is all about the evolution of payments and the ever increasing importance of digital identity. Since 1989, we have attracted new and established players from every corner of the global market: issuers, acquirers, merchants, payment networks, and those who support them with products and services. We bring people together at more than 40 events and meetings annually, including forums where members resolve targeted issues and identify opportunities. In a world awash with information overload, we create clarity by connecting people, enabling dialogue and driving insights. Please visit www.actcda.com or contact our office at 1 (905) 426-6360.

=====

Please forward any comments, suggestions, questions or articles to andrea.mcmullen@actcda.com. Please note that articles contained in this newsletter have been edited for length, and are for information purposes only. If you would like to be removed from our newsletter distribution list please follow the unsubscribe instructions at the bottom of the email.

Andrea McMullen
President
ACT Canada
tel: 905 426-6360 ext. 124
fax: 905 619-3275
email: andrea.mcmullen@actcda.com
web: www.actcda.com
mail: 85 Mullen Drive, Ajax, ON, L1T 2B3
<http://ca.linkedin.com/in/andreamcmullen>

Insights • Networking • Visibility

ACT Canada is the place to be to:

Filter the truth from market noise

Understand complex issues

Facilitate problem resolution

Because stakeholder dialogue helps you make profitable decisions.