

Omni-Channel

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Channel Manager



AGENDA

- Ingenico ???
- Who is our customer?
- Case
 - Wall of Surprises.



AGENDA

- **Ingenico ???**



Ingenico – Early days...

- Founded in 1980.
- French based company, whose business is to provide the technology involved in secure electronic transactions.
- Manufacturer of Point of Sale Payment Terminals.

Ingenico – Few years back...

- Ingenico groups the activities of acquisitions made over the past years -
Ogone in 2013 - at the time one of the worlds largest payment services.
- In 2017 acquisition of Bambora –
Swedish acquirer – enabling the group to accelerate the development of our Retail division - SMB-platform.



Ingenico – Today...

30 MILLION
TERMINALS

OVER 170
COUNTRIES

8,000 +
EMPLOYEES

- Offering +100 payment methods.
- Only PSP you'll ever need to manage your entire financial flow.
- POS
- E-commerce gateway
- Acquirer

The logo for Ingenico Group features the word "ingenico" in a bold, lowercase, sans-serif font. A horizontal line is positioned above the "i" and "n". Below "ingenico", the word "GROUP" is written in a smaller, uppercase, sans-serif font. The "i" in "GROUP" is red, while the other letters are black.

ingenico
GROUP



Ingenico - Present & Near Future

- <https://www.youtube.com/watch?v=LxuDUHhfukk>



AGENDA

- **Who is our customer?**
 - Evolving...
 - Higher expectations...
 - Wants more options...
 - Seeking more touchpoints and experiences...



CONSUMER BEHAVIOR IS EVOLVING

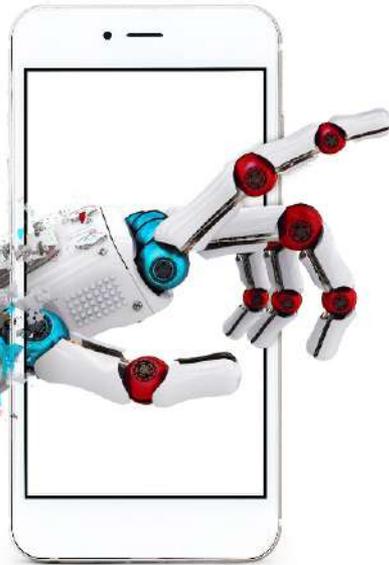
82%

of customers research online before buying.

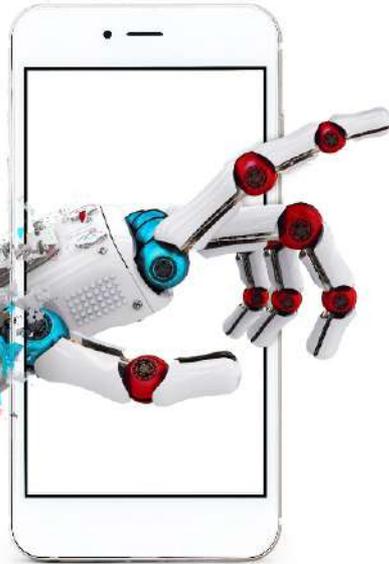
65%

of in-store purchases in the US are influenced by digital technologies beforehand.

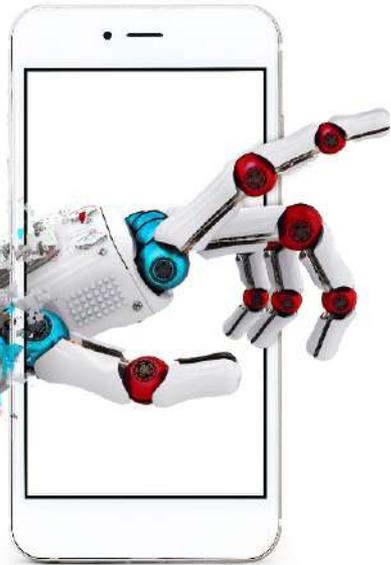




62%
**Of customers like
seeing, touching and
trying their items
before buying**



84%
**Of smartphone
shoppers use their
smartphone in-store
as a shopping
assistant**



66%
**Of customers walk
away because of long
queues at checkout**



Shoppers who use a combination of PCs, tablets, and smart phones purchase

26%
more often

CONSUMER BEHAVIOR IS EVOLVING

Shoppers who use



have roughly

11% larger orders

than shoppers who only use





CONSUMER EXPECTATIONS ARE EVOLVING TOO

Today's consumers
expect **continuity and
exciting purchasing
journeys** across all
devices.

CONSUMER EXPECTATIONS ARE EVOLVING TOO



A good shopping experience, **both online and in-store**, connects ideal customers and is integral to a successful growth strategy.

CUSTOMERS WANT MORE OPTIONS

Almost half of companies
with high growth

>11%

have an app that
supports purchases and
payments.

56%

of these companies sell
to international markets.



2/3

of consumers in developing
countries are more loyal to
brands that offer mobile
payment options.



**CUSTOMERS WANT
MORE OPTIONS**

60%

of lost mobile sales globally
could be recovered by
improving the checkout stage.

Criteo's analysis of shopping data

4 out of 5

consumers claim that mobile
money has improved their
purchasing experience.

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ePayments

CONSUMERS ARE SEEKING OUT TOUCHPOINTS AND EXPERIENCES



Customers want to connect with brands that offer them a complete customer journey.



Now more than ever before, payments are part of this UX.



The challenge is to convert these multi-device engagements into brand consistent transactions.

THE FUTURE OF SPORTS IN RETAIL: NIKE'S FLAGSHIP STORE

55,000-square-foot space
filled with **"immersive
experiences"**



Creating a seamless link
between Nike's digital and
physical space, producing a
uniquely personal experience
for each customer.

play with
gadgets

improve
sporting techniques

try things
before buying

AUTHORIZATION AND SAFEGUARDING TRANSACTIONS



fraud business
intelligence tools



advanced fraud
detection tools



biometric
capabilities

New technologies and the trend towards personalization have led to a world where mobile devices can be used as **an extension of the individual for payment authentication.**

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THE FUTURE OF UX AND PAYMENTS



Fewer barriers and nearly invisible payments while maintaining the conscious act of paying.



The focus will shift even further away from payments and closer towards the overall user experience.





AGENDA

- **Wall of Surprises...**

- <https://www.youtube.com/watch?v=FlkzHU4aZQg>