AMERICAN EXPRESS CONTACTLESS PAYMENTS HELP ENABLE INCREASED CONVENIENCE FOR CARDMEMBERS AT THE POINT OF SALE

OVERVIEW

American Express contactless (also known as proximity) payment technology allows Cardmembers and merchants to complete payments faster and conveniently. American Express contactless payments functionality is implemented primarily on American Express® Cards but can manifest itself in other devices such as fobs, stickers and mobile phones.

American Express Cards that contain an American Express contactless-enabled chip will typically have a magnetic stripe and EMV contact chip technology so the Card can continue to be used in traditional acceptance environments.

The American Express contactless specification, Expresspay, helps ensure global interoperability of American Express contactless payment transactions regardless of where they are processed. Once Expresspay is enabled, contactless transactions can be initiated in both EMV and non-EMV markets.

HOW IT WORKS

In order to use contactless payment technology, a Cardmember simply places his or her contactless-enabled device in close proximity of the American Express contactless payments point of sale terminal.

Contactless transactions are sent from the point of sale by the Acquirers to the American Express network and on to the Issuer, per standard transaction processing. The Issuer will be able to identify American Express contactless transactions through specific indicators in authorization and settlement messages.

Step 1
Cardmembers look for the identifier at checkout to indicate contactless enablement.

Step 2
Cardmembers tap their American Express contactless device in front of the reader which uses secure radio frequency technology to transfer transaction data.

Step 3
The terminal sends data for authorization processing. Once approved, Cardmembers then collect their purchases and go.
BUILD BUSINESS MOMENTUM WITH CONTACTLESS PAYMENTS.

American Express contactless payments have the flexibility to support transaction speeds that leverage chip technology, streamline payments, and improve Cardmember’s experience while refining the way merchants market.

Contactless Payments are important stepping stones and provide a strong foundation to help ensure American Express merchants, Cardmembers and Issuers keep pace, helping them to transition to future payment technologies.

KEY BENEFITS INCLUDE:

MERCHANDERS
- Improve efficiency at the point of sale to move customers through the line faster with fewer resources
- New technology encourages customers to use contactless more often
- Reduce cash handling and optimize operations
- Enhance payment security at the point of sale
- Use American Express data analytics to capture consumer spending patterns to increase transaction rewards and promote loyalty

CARDMEMBERS
- Enhance purchasing experience through quick and convenient transactions
- Ensure a secure and protected shopping experience to gain customer trust and confidence
- Enable consumer-preferred forms of payments
- Create a convenient and rewarding point of sale experience

ISSUERS
- Take advantage of opportunities to grow revenue
- Drive top-of-wallet preference
- Create a better customer experience
- Increase Card usage by displacing cash for small purchases
- Help attract new segments and extend product appeal
- Ensure a secure and protected shopping experience to gain Cardmember trust and confidence

81% of consumers find convenience and accessibility to be the most compelling attributes of contactless technology.

TYPES OF MERCHANTS
Best served by Contactless payments may include: transit, tolls, parking, fast food restaurants, convenience stores, cafeterias, supermarkets, healthcare, cinema & theaters.

LEARN MORE
Ask your American Express Representative about how upgrading to Contactless Payments technology can help you shape your business’ future and gain access to more American Express payment options.