In What Hot Electronic Payments Area Do You Need to Know More?

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Highlighting Mobile Electronic Payments--Breaking News...

Payments by smartphone are the hottest concept going… Current events in the merchant services CRM industry are teeming with innovation, and everybody is getting it on for the ride! You gotta love it!

Convenience is the Buzz Word

Whether the transaction is informal or formal, the convenience for mobile consumers--when paying bills, shopping for merchandise in a store or online, eating out, or just grabbing a great sale item on the fly--are spawning hundreds of thousands of merchants to get wise and begin to compete for mobile B2B and B2C business.

Correspondingly, contemporary consumers are revolutionizing their shopping habits by responding to mobile ads and websites, which get to the point quickly, provide them with a strong shopping experience, and deliver excellent service. They are actually pointing the way for businesses to meet their needs.

As a result, MSP agents are in the right place, at the right time, with the right tools to ensure that their state-of-the-art merchant services CRM tools are in the hands of their merchants, keeping pace with the speed of this industry segment.

Consumers are demanding a smooth ride

To be precise, when a mobile customer can pick up their phone, open a particular app, and successfully complete a quick purchase--knowing they will receive excellent service--loyalty is building.

As loyalty builds between the merchant and their customer—loyalty also builds between the merchant and their MSP agent--who has been making them shine in the marketplace.

It's all about a secure, seamless experience, which is especially relevant to B2B buyers.

A recent article at mbtmag.com reported that according to "Accenture, 75 percent of B2B buyers say they would buy again from a supplier with an easy-to-use website (portal). And Forrester Research has found that 52 percent of B2B buyers are using their smartphones to search for products, browse catalogs, and read reviews."

Information is the First Payment

Concessions are everywhere… B2Cs not only want mobile consumer business—they want information. Relevant information helps businesses facilitate the pop up of consumer favorites, in the form of ads and options, in those areas for which the consumer has shown an interest.

Effective ads, specifically designed to attract those to whom they are relevant, placed in venues--which a targeted consumer frequents, replicated according to a prospect's demonstrated behavior patterns, produce results more than 65 percent of the time.

Safety is the Priority

First, Second, Third, Fourth, and Fifth … Mobile users should not think for one minute that using the same technology for a PC, Mac, laptop, or a tablet is safe to use on a smartphone.

In fact—do it at your own peril.

Moreover, as consumers begin to forget the difference between their home computer or laptop and their mobile smartphone—especially if that smartphone is issued by an employer--and the employee is using it for business and personal use--the potential for major clashes with safety protocols, which a business has put in place for their devices, exists.

It is, therefore, incumbent on an enterprise to have "the talk" with employees.

In multi-use cases, the marriage of a particular structure of the enterprise and mobile, safety risk has to be capable of covering the possible gaps between business and personal use, especially with regard to payments, privacy, and other security issues.

Breakdowns in security, on multi-use mobile devices, can and often do happen. This is another merchant services CRM area where MSP agents can help their merchants make those all-important choices.

Privacy Seen as Another Payment

From another point of view, however, a related one is the desire and need for privacy.

The aspect of security on smartphones is most ardently highlighted in the area of mobile payments. Can they be executed in environments that are lauded as a failsafe and therefore trusted? The answer is--not always.

Mobile Apps Which Invade Privacy and Security on the Rise

However, testing and development in this area, as well as new strategies for enterprise, mobile payment security--along with secure ways to search for the Location of Things (LoT)--are beginning to move ahead of the problems. This is good news!

Companies who keep up with information and security risk are on the cutting-edge of consumer approval.

Payments Industry to the Rescue

To be sure, the payments industry is maintaining a close watch on both mobile security and privacy.

On the other hand, for every MSP agent who offers their secure payment services as a vital part of their merchant services CRM programs to merchants who conduct business with mobile customers, there are dozens of apps out there, which may not be secure.

Educating merchants and consumers regarding these gaps in safety is of vital interest to the entire industry.

It is incumbent on MSP sales executives to enlighten and train their customers regarding the latest, secure payment options the MSP in question has available--regardless of the would-be hassles a merchant may be compelled to pass through in order to implement new software or update their system-- it just might make a change between consumer safety and a nasty incident for all concerned.

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As CRM experts in the payments industry, ▓▓▓▓▓▓ clients enjoy continual growth and customer retention in their businesses. Through our hosted leads and sales management programs, which leverage the latest technologies—we are successfully delivering reporting and business, process automation services to our clients in the payment processing industry.

Likewise, by providing awareness of industry-targeted trends and developments pertinent to the merchant customers of our clients, ▓▓▓▓▓▓ is investing in their businesses right along with them.

Please contact us for further information on ways ▓▓▓▓▓▓ can open doors for you that lead to greater opportunities in your future business.

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Posted on August 18, 2016

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