Conference Summary and Insights

The Better Business Conference 2015
This year, our Better Business conference brought together insights, future trends, and product innovation – all supporting our aim of helping payments work smarter for our customers. In this summary we take a look back at the event and focus on the key highlights from the day.

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We were delighted to welcome Naga as our conference host and moderator. Her intuitive journalistic prowess and knowledge of financial affairs delivered a seamless transition of content, debates and networking throughout the day. She was agile in her approach and certainly took the audience on a journey through the most innovative ways to make payments work smarter.

Aside from ensuring the day flowed and encouraging the audience to make the most of the clinics and networking sessions, Naga came into her own during the panel sessions. These debates in particular were expertly executed, keeping the discussions alive and delving deeper where necessary to solidify answers and draw out the key themes.

Her instinctive insight into the topics, not least her own experience of challenging the financial ups and downs faced by the consumers today, created memorable debates. She was quick to probe the panel to really unearth the key topics and create lively discussion around subjects that are at the heart of eCommerce and how these affect retailers today.

Naga is a popular British journalist and television presenter. Having started her career as a journalist on the London Evening Standard and then a reporter at Reuters Financial Television, she now works at the BBC network. She’s presented BBC World News at 5:00, BBC News Channel and BBC World News. She regularly appears on BBC Breakfast show and is the main news reader on The Andrew Marr Show. She was also the co-presenter of BBC Two’s weekday financial affairs programme Working Lunch.

I’m very proud to be hosting over 150 of the UK’s most important brands in one room.

Alan Crowther, Conference Host
SVP Corporate Business – Worldpay
The Future of Retail

Patrick Dixon is a successful entrepreneur and often described in the media as Europe’s leading futurist. He is a dynamic, provocative and entertaining speaker who advises many of the world’s largest corporations on key trends, managing uncertainty, identifying risk and developing opportunities. He is ranked as one of the world’s 20 most influential business thinkers alive by Thinkers 50*.

It is almost impossible to view the future in just one business segment – you can’t talk about the future of retail without talking about the future of energy, mobile, banking or social media. Every connection, connects, to every other connection.

There is one word that will drive the future more than anything else, more than politics, economics, innovation or even technology. More than even you. What is this single word? Beneath the surface of every customer is the word that will determine their behaviour. This is of course emotion.

Emotion drives the future, it determines the future direction of the market, for example it influences the payments people use – it’s the reason why contactless payments have been so slow to take off in some areas. If you want to understand the future of business, you have to understand how emotion may change and get inside the mind and hearts of customers.

Emotion is linked to trust. Without trust you have no brand. This is probably the most important thing you sell and without trust there is very little left. Trust is the non-negotiable centre of it all. Trust is fundamental to the most important brands in the world. Trust and reputation are really important.

Many analysts said that with austerity, cuts, low incomes, pay freezes and so on, that there will be a stampede to budget and an exit away from the expensive local stores. This is not the case, as a nation why are we becoming so impatient? People are willing, they are stampeding across the UK into stores that will charge them 5% to 20%* more for the equivalent of a weekly shop.

With this audience, at least €100m* will be spent on analysing big data and it will be largely wasted, because almost all the value of so called big data is in fact in little data. Big data tells you the pattern, little data will direct you to the person. As retailers, we need both. Big data will analyse why a customer does something and makes an intelligent decision, but little data helps to translate the knowledge to the next best thing - that does not require robotics or analytics, but human genius and intuition! The little things are the biggest creators of magic!

*Reference taken from: The Future of Almost Everything as the source for the whole article. Published by Profile books August 2015.
For any type of retailer, it’s now about creating a destination for an experience. “

Creating that touch of magic for your customers can really transform the relationship and it does not matter what kind of business you are in, this is perhaps the most important thing. It is not just enough to compete on price, there’s something elusive, it’s an extraordinary thing that’s easily won and easily lost.

Don’t interrogate the customer, build relationships and sort out a way to weave your magic. It’s all about understanding what you are supposed to be doing, how to build the relationship with the customer and then you can do the biggest magic of all and start to move away from marketing altogether and really engage on a customer journey of life.

Mega-chains, particularly in the EU account for up to 70%* of all retail spending, and that’s in only eight companies. That process will be replicated in every emerging market. This is one of the most exciting phases of expansion of retail globally that the world has ever seen. Eighty-five per cent* of the entire world will be living in emerging markets in 10 years’ time, almost all of them are shopping every day in tiny shops which are almost identical to the other ones in the same row – just imagine the scale of consolidation that we will see.

Today, for any retailer on the high street, it’s about creating a destination for an experience. It’s about transforming the customer experience, and adding those little bits of magic. It’s the little things that people don’t often think about in a business – obvious to people outside the industry, but not to those in the industry, we are blind to it. Listening to the customer, understanding how they feel and recognise there is more than one type of journey, more than one kind of customer and more than one type of produce they are looking for, will reap rewards.

The future of eCommerce
With regards to eCommerce, we are only in the first five minutes of this revolution, new technologies today will be mainstream tomorrow. We are continually experimenting, trying and testing. The key is to excite people online and online of course, is mainly mobile. This year alone over half of all transactions online for b2b or b2c were conducted on a mobile device. That’s today – what about in five years? Most retailers in an Omni-channel world are struggling to see how this can work in a traditional terrestrial environment. The most important thing is to know where the customer is, if you know where the customer is, you know what the customer is thinking and feeling and the retailer that knows where the customer is, controls the customer relationship.

In conclusion, whoever knows where the customer is right now, will own a big chunk of their future. It’s easy to create magic for your customers, if you focus on the little things, the intuitive things that really transform the experience. You can do a huge amount with very little. As for technology, this is changing at such an extraordinary speed that it is impossible to do it alone, we need to do it in technology partnerships to build a better future which is seamless, reliable and works every single time. Importantly, this has to be a joy for customers to use and enhances every aspect of their experience.
Panel 1: Developing Successful Payment Strategies to Drive Sales

**Martin Hill**
Commercial Finance Director, Compass Group
Martin trained as a Chartered Accountant with Deloitte and has worked for Compass Group UK & Ireland for last 17 years in various roles.

**Alison Hutchinson**
CEO, Pennies Digital Charity Box
Alison was previously Chief Executive of FTSE financial services company Kensington Group plc and has held senior positions in Barclaycard and IBM.

**Roy Ford**
Payment Services Controller, SPAR UK
Roy has been in Retail Technology with SPAR UK 25 years prior to which he worked in communication on Fleet Street.

**Nigel Walters**
Managing Director, RSM2000
A recognised expert within the payments market with over 25 years’ experience. Having worked for BP and Retail Automation.

**Alan Fleming**
Commercial Finance Director, Compass Group
Alan’s primary focus for SSP is the examination and integration of new technologies, including payment technologies, in SSP’s fast-moving retail environment

From foodservice, food retailing and the convenience sector to payment providers and charities, the discussion around the development of successful payment strategies in business were paramount. Although the panel operates in a diverse market, their needs and observations were certainly paralleled.

**Key highlights from the discussion:**

- **One trend that is not changing is the focus on the customer, the customer journey and the customer experience.**
- **Although potentially becoming a burden, PCI compliance is a necessary task that needs to be undertaken, but it cannot stifle innovation.**
- **It’s vital to become more innovative in the way payments are taken from customers – contactless is a given.**
- **Cash is becoming a thing of the past, more transactions are now being done through eCommerce.**
- **Frictionless is absolutely critical, but as part of that frictionless journey retailers must not lose sight of the fact that consumers still like to be in control and choose how and when.**
- **Consumers are all different and treating them all the same, thinking they all want to linger through the service or experience, may not be the case.**
- **Taking data and turning it into meaningful insights is paramount to continued success.**
Panel 2: Developing Successful Payment Strategies to Drive Sales

David Blair  
EMEA CEO, Fitch Global Retail Consultancy  
As CEO, EMEIA, David drives new business and plays an active role in developing client relationships to deliver and define effective brand solutions. Prior to joining FITCH, David completed his MBA at The Bath School of Management before which he was a founding member of a digital marketing agency.

Kelly Smirk  
Head of UK eCommerce Operations, Clarks  
Kelly is an experienced leader within the Omni-channel space, sitting between sales and marketing. She has 23 years experience operating in a 190 year old retailing business, delivering excellent operational services that make the consumer happy.

Cathy McCabe  
IT Director, Jaeger  
Cathy joined Jaeger as CIO in December 2014. Prior to joining Jaeger, Cathy held the position of VP IT Customer & Payments at Burberry. She has over 30 years’ experience in the retail industry.

Retailers need to create a single, unified commerce platform which eliminates individual channel silos and offers a holistic customer experience across all customer touch-points. The panel provided some invaluable insight into how retailers can adopt new approaches and make this work not only for business, but for the customer as well.

Key highlights from the discussion:

- Omni-channel has been around for some time, but few brands and retailers are doing a great job of it at the moment
- Customers don’t necessarily think about channels, they just want the product
- Retailers need to know where the customer journey starts, where it ends, what they are looking for, when they are exploring, when they are buying. It is a massive direction for all businesses – and the silos from within really don’t help
- There are three intrinsic mind-sets that the consumer can be in – they are dreaming, exploring and locating. Are retailers doing enough at any touchpoint whether it’s talking about human, physical or digital touchpoints? If channel opportunities are mapped out correctly, retailers should be able to deliver against these. You can’t do everything at once, and that’s the challenge, just make sure that it’s tangible and doable.
- Don’t lose sight of the importance of the store, it’s still where a lot of sales take place – it’s around having the right people, the right environment and the right experiences
- Training of staff, of everyone involved, is absolutely key to success – this direction is demanding a different role from staff. As well as empowering staff, retailers have to make sure they have the right staff for the right job, it’s a different mindset
- Don’t forget about the important of social media, these interactions are just as important
- Mobile commerce has been clunky, but times are changing. It will be interesting to see where it goes in the next year or two
Helping you sell more

I was delighted to see so many of our customers at the Better Business conference, which hopefully provided some inspiration for the attendees. The event certainly took a fresh view of what is happening in the world of payments, and what we can expect to see in the future.

The day presented my first opportunity to share our vision. This vision is really important to us, and was developed with all our customers in mind. We hope the conference showed our commitment to this vision.

Firstly, with regards to the recent announcement of our intention to float on the London Stock Exchange. This is an exciting development for Worldpay and our customers. We believe an IPO is the logical next step to steer our growth and deliver on our vision to help our customers prosper. This should provide customers with a greater confidence in our business and our ability to support you. It is business as usual, this announcement does not change any aspect of our relationship with customers, their products or their agreements. It simply sets the precedent for greater things to come.

Our vision

“To be the World’s most progressive and reliable payments partner, sharing insights and helping customers prosper”

We are committed to being your trusted partner - simplifying the complexity of payments, but how are we going to do this? We believe there are five key areas:

1. Expanding World: We are truly global and have an unrivalled geographical footprint
2. Progressive and Reliable: We are at the forefront of developments in payments driving innovation but also recognising the huge importance of security and reliability.
3. Payments Partner: We act as a true business partner for payments with a very high touch service model.
4. Sharing Insights: Our data can help you navigate a fast and dynamic market where the rate of change is rapid.
5. Helping Customers Prosper: Everything we do is focused on helping your businesses grow.

Worldpay has transformed. We’ve invested over £1b to strengthen our proposition and stand on our own two feet. We’ve invested heavily in our people, thought long and hard about the future, about our strength across technology and capabilities. Today, we stand here as a leader in the global payment market, we have a strong heritage and strong relationships with our customers. We’ve facilitated over 11.5bn payment transactions in the last year alone helping our customers achieve sales of £370bn. We now operate in 146 different countries and accept payments in 126 currencies.*

We’re sitting at the heart of a very dynamic and complex payments ecosystem. Keeping pace with the changing consumer demands makes your lives ever more challenging and complicated. We can help you deal with this rapid increase in complexity - which is a myriad of payment methods, payment channels and regulatory and compliance frameworks.

Commerce is global, not local, it’s Omni-channel. People no longer think of shopping as solely visiting an outlet – they browse and buy across multiple channels and devices. Change is only getting faster and consumer expectations are only going to get higher and higher.

Our technology underpins everything we do. We have our own platform and we continue to invest in it, nearly £400m over the last four and a half years in developing a new future proof technology platform which will really benefit your business.*

In summary, we are committed to the vision. It’s not just words, we are genuinely committed to being a trusted business partner and simplifying the complexity of the payments ecosystem to help you grow your business, drive bottom line sales and prosper.

Dave Hobday
Managing Director – Worldpay UK

The Store of the Future and the Role of Omni-Channel Payments in Driving Business Growth

According to James the buzz word in the industry is increasingly centred around Omni-channel retailing and in particular what role Omni-channel will play as consumer behaviour increasingly blurs the buying channels.

Consumers think of shopping as one experience, whether online, in-store or on a mobile device. Recent statistics showed that 80% of smartphone shoppers used their mobile in-store to help with shopping, with over half of all purchases influenced by digital information in the purchase journey.*

It’s not just about the use of a single device though. In the UK, more than 60% of online adults used at least two devices every day and nearly 25% used three. In fact, 67% started shopping on one device and finish on another.**

This is the mobile revolution, it’s about seamlessly being able to switch between devices. For the consumer, this has become increasingly important. What’s more, they expected the same experience across all shopping channels, including the same products being available both online and in-store.

What’s in it for retailers today to be ahead of the curve with Omni-channel? Omni-channel shoppers spend between 50-300% more than single channel shoppers. In other words, consumers are rewarded for a connected journey, one that is seamless regardless of where and how they pay.*

What does the store of the future look like?

Mobility will have a major impact on the store of the future. Technology is changing the way consumers shop by re-defining the in-store environment that includes smart lighting, Augmented Reality, mobile payment options, collection points, stock tracking, facial recognition and even 3D printing.

Despite the inherent challenges, the retailer will need to provide a seamless service across all these channels. For example, the customer searches for items on a tablet and reserves it in their nearest store; their digital cart is synced with the store database, prompting associates to expect arrival and prepare the item. The customer then enters the store and is greeted by the sales associate who addresses them by name. The associate shows the customer to the nearest fitting room where their item is waiting. The customer picks up the item and uses their smartphone to find a voucher online – which they apply to their basket. The customer uses their phone to checkout at a kiosk or till. This clearly demonstrates how the world of payments will have to evolve to keep up with consumer demand and to enable retailers to create really slick customer experiences.

Omni-channel does throw up certain challenges with a business - it’s not just about marketing or sales, it’s also the alignment of all back-office systems to support a uniform customer experience. Success requires clear ownership within any business to make it happen, there needs to be single driver in the hot seat.

To be successful, there are some key points to consider:

- Brands must help consumers make informed decisions
- Consumers expect trust
- Store fulfilment & experience will change
- Get your mobile strategy right
- Buy anywhere and collect everywhere

*Sources: Omni-channel Insight Report, The Future of Retail, The Future of Retail Marketing
**Sources: eConsultancy, Google
The Evolving Regulatory Landscape

According to Michael Ashworth, the evolution of the regulatory landscape has gained pace. It is clear there is a lot of change afoot with more to follow in the coming years.

Multiple Scheme Changes have already seen Visa implement their ‘commitments’ and MasterCard make a number of changes to pre-empt and mitigate the regulation that was coming. There is now a new regulator, Payments Systems Regulator (PSR) and there is now the Interchange Fee Regulation (EU IFR), also known as MIF.

The first wave of the EU IFR is planned at the end of 2015. HMT has nominated the PSR as the lead regulator but certain articles have also fallen under the remit of the FCA. With Trading Standards also playing a part, it has become complex. With the second phase of the EU IFR coming in June 2016, Worldpay has and will continue to liaise with PSR to fully understand the impacts of this regulation to our customers.

In addition to this, there is a new Payment Service Directive (PSD) on the horizon. PSD 2 is currently going through the EU ratification process and it is expected to be voted for through the European commission in Autumn 2015. The directive will then go through a two year process of being converted into UK law.

EU IFR – Key articles of interest

Interchange Caps – probably the one area everyone is familiar with and will come into force at the end of 2015. There will be some commercial changes which will be advised once clarity from HMT has been sought.

Transactional information to payee – this article aims to ensure that retailers and merchants have a better understanding of how the pricing of the transaction works – this is primarily aimed at the smaller retailer.

Co Badge is due in June 2016. This will generate some competition on the issuing side of the market by stopping schemes restricting the number of brands and products on a card. The consumer will have the final choice of which brand / product to use giving rise to challenges in how this will work in a contactless environment.

Unblending – this is aimed at the smaller end of the market where the regulator has a feeling that the pricing is not as transparent as it should be and it’s hard to compare. There will be further clarity around this next year.

HAC / Steering cards – these articles will give more control around what cards retailers can and can’t accept and more control to steer consumers to choose different cards. Worldpay will advise their customers on their new rights and obligations, but they should also take into account the consumer journey / experience impact of these articles.

Scheme Separation – currently it is unclear on the impact of this article. The schemes have to split their business between the processing element and the branding / scheme rule element. More information to follow before interaction will take place.

PSD 2

The Payment Service Directive 2 is wide in its scope – competition, security, consumer transparency, emerging payments and consistent interchange. Reviewing the current draft document, with 191 pages and 104 articles, Worldpay’s assessment is there are potentially only 45-50 articles that are relevant to Worldpay internally and arguably four or five articles that retailers should start to consider once clarity of the impact is clear.

There are three specific areas of interest to note:

The good news is that Worldpay is spending a lot of time engaging with the regulators on your behalf. The company has formed a dedicated team to look at regulation implementation and to understand the regulation as early as possible, to engage with the regulators, the PSR, the FCA, HMT and other affiliated bodies.

What’s more, the FCA and PSR are keen to have a single voice for the industry. Worldpay has taken the initiative and set up the Acquirer Forum which consists of all the major UK acquirers. This certainly adds extra kudos when talking to the regulator and provides a voice for the entire industry to request help on regulatory issues moving forward.

Call Outs | Potential Impact
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Surcharging | Not allowed on certain cards
Settlement Times | Will change throughout transaction
Security | Increased requirements throughout transaction

The evolution of the regulatory landscape has gained pace.

Michael Ashworth, SVP Strategy & Business Delivery, Worldpay
Monsoon Accessorize is made up of three brands – women’s, children’s and Accessorize. Its turnover is approximately £1bn with 50–60% of its sales international. The company has 1,400 stores of which there are around 350 in UK and Ireland. The Monsoon customer is a lady in her 40s, professional, high earner and mother, with 47% of transactions for kids as well as Monsoon ladies. The Accessorize customer offers a broader age range, including 30+ women, teenagers and grandparents.

Monsoon is driving cross-channel conversions by embracing an Omni-channel approach. By mobilising sales personnel, Monsoon is re-imagining the in-store environment to not only deliver an improved cross-channel experience, but also a seamless way of managing operations.

“It’s about touchpoints,” explains John Bovill. “Our view is very simple when we talk about how we interact with our customers, it’s about being seamless, and it’s about being positive about the customer both inside and outside of the store. In the future these devices will become fixed and mobile POS, reducing the number of normal tills in store. Also on the agenda, is the use of wearables and enhancing the reward scheme.

As for future development, Monsoon is focusing on app development and enabling wi-fi in-store. This will start to provide data about the customer both inside and outside of the store. In the future these devices will become fixed and mobile POS, reducing the number of normal tills in store. Also on the agenda, is the use of wearables and enhancing the reward scheme.

The solution to date has enabled Monsoon to increase store revenues by 10%. Monsoon intends to roll this out to the rest of the estate of 250+ stores in 2016.
Customers are fickle. It is increasingly harder to get them to come back to your store...

Meet your consumers

Understanding Customer Behaviour and Trends

Chris Parr, Head of Insight Services, Worldpay UK

Insight into developing your customer loyalty

Having an unparalleled view of a consumer’s spending habits is critical in today’s retail world and this can be a significant benefit to any business model. Within each transaction is valuable data and being able to unlock this value and improve understanding of consumer spending both in-store and out is the key to success.

"Customers are fickle. It is increasingly harder to get them to come back to your store," explains Chris. "We believe that there are three key drivers that influence this – greater choice, the shift to Omni-channel and the fact that customers are better informed today than ever before. Therefore knowing what your customers are doing inside the business as well as outside the business is critical."

Historically, in a physical world, insight has been gained in the a number of different ways - focus groups, market research surveys, consumer panels, even using footfall counters to determine the best place to open up a new store. Whilst these are powerful tools to determine a physical environment, they do not provide vital transactional data.

The mobile phone has long been acknowledged as a link between the online and in-store environment and many retailers will already be using mobile phone and operator data to understand customer flow and footfall. "Mobile data tells you where your customers are shopping, their vicinity, and card payments tell you where they are shopping. It’s about how we can harness this information and provide that valuable insight."

Worldpay Insight Services is one service that can join together transactional data across sales channels, creating an all-important consolidated customer view. The transaction based analysis on spending habits can be determined by seven consumer types. These consumer types can be analysed across channels, helping businesses make better decisions which can help steer a strategic approach to different customer segments.

"How can we help businesses deliver this insight? There are a number of ways Worldpay can help," concludes Chris. "We can take your own customer segmentation information and enrich this with our research, or evaluate your loyalty schemes to and share insight into ways to get your customers to spend more. Similarly we can look at your in-store marketing activity and the value it returns, or analyse information at a local level which will help retailers decide on new store locations based on the data we collect. In other words, the list is endless!"
Friction Free Customer Experience

George Vaughan,
Senior Project Manager
The Rugby Football Union

Why stadiums need to embrace technology in payments

Twickenham is the spiritual home of English rugby, catering for as many as 82,000 fans during key fixtures. Historically transactions have been primarily driven by cash purchase and the stadium lacked the ability to offer more varied forms of payments to fans – increasingly one of the biggest hurdles to the visitor experience. Until now.

“Serving large crowds with snacks, merchandise and refreshments before the game and at half time was laborious,” explained George Vaughan. “Queues were long and slow-moving. It became imperative that we made it easier for the fans to spend money. We needed to simplify our payment methods so that all payments taken in corporate boxes, concourse outlets and our online store were handled by a single provider – ultimately improving that customer experience.”

The RFU worked with Worldpay to introduce its Omni-channel package, Worldpay Total. This linked the retail and hospitality outlets at the ground with the online store. The service has enabled the RFU to keep track of all sales through real-time transaction reporting, making the process much easier for employees and less timely for fans.

In November 2014, the RFU ran a five game pilot with 65 tills in one area of the stadium. It was situated in a pop-up environment which historically had no Wi-Fi, so cash only transactions with a variance across the 40 bars of £6-7k a game. “We went out there with everything – Wi-Fi, mobile payments and card payments,” continued George. “It was so successful we thought we would just run there but we decided to take the chance and run it in World Cup year and use the new system. We thought this is an opportunity we cannot miss. In less than six months we went from proof of concept to a fully working POS that has revolutionised what we have done.”

For the two QBE internationals, the RFU partnered heavily with Worldpay and introduced a tablet based solution. Tablets were paired with a mobile payment device and it changed the customer experience in corporate box. By Six Nations there were no printed catalogues and customers were engaging more by using a tablet or a mobile phone.

Key achievements:

- 500 contactless enabled POS were fully operational from February 2015*
- 50,000 card transactions were taken from February to May
- Closing an event now takes 4 hours instead of 3 days. Over two events the overall banking variance was £129. That’s unprecedented with a normal variance of between 4-9%.
- The success of the corporate tablet solution has seen a 314% increase in the value of payments taken – demonstrating that fans were really encouraged and willing to use the tablet.

“This is not just convenient for visitors giving them a great choice,” he adds. “We’ve seen a significant increase in the value of payments, the match day variance has dropped significantly and it now takes us just four hours to close an event off, instead of three days! It’s clear to see how much mobile payments and contactless have boosted our bottom line. The revenue uplift is substantial.”

To add further value to this new service, the RFU is also looking at new payment innovations like Apple Pay, wrist bands, wearable payment technology and jewellery – all areas they will continue to explore and invest in. Similarly, they are looking into currency conversion and trialling Hawking stations. In addition, the RFU is also trialling direct messaging to the 600+ TV screens around the ground to promote products and service areas more efficiently.

“The new connected approach now feeds directly into our CRM as well, this is real-time data and we can start to really understand our fans and what they like and what they want. We have never been able to do this before,” concludes George.

Click here to watch the video
Innovation pods

Putting customers at the heart of everything we do, the Tech Innovation Team at Worldpay spearheads research and development in modern money; taking new technologies to drive ideas and create concepts for our future products.

At the conference the team showcased the latest innovations to come to market which will enhance the customer experience. One such innovation was the use of facial recognition technology to help combat card fraud in stores across the UK.

“PED Cam” (Pin Entry Device Camera) a prototype device developed by Worldpay, uses an upward-facing camera, embedded into a standard card terminal to take a picture of the card-user whenever they enter their PIN. The resulting image generates a unique biometric template, linked to the individual’s card and is stored in a secure, central database managed by Worldpay.

The prototype design uses low-cost, readily available technology and whilst the team behind the research is keen to stress its design is still in concept phase, they believe the principle of using facial recognition to verify the identity of card users has a number of distinct advantages over other forms of biometric security currently being trialled in the payments space.

Other innovations on display included:

CostSmart
We presented a demo website that uses a service called Veridu, with which we intercept “false reject” transactions and additional credentials are requested via the consumers’ social media identities. The increased confidence in the identity of the consumer then allows the transaction to be successfully authorised. Many other use cases were discussed, including utilising the technology in the sign up process, or using it to build a richer profile of your customers to give them a personalised experience.

TeaPay
TeaPay is a proof of concept in which we turn an ordinary counter-top terminal into a wireless access point. In the demo, consumers pay for their cup of tea at a terminal which gives the customer a code for free Wi-Fi internet, when they make a purchase. They can use this code to logon and have free Wi-Fi during their time in the cafe, and by making additional purchases they can extend the duration of their free internet access. This encourages a merchant’s customers to make additional purchases.

TorchShack
Torchshack is a proof of concept in which we bring the security of PIN to an eCommerce transaction. We created a demo eCommerce website, where on submitting your order, you get a push notification on your mobile device, which allows you to enter your real PIN on your mobile device, authorising the request. Confirmation then occurs on both your mobile device and the site on which you initiated the order. This increases the confidence for the merchant over the authorisation of the request.
Payment Innovation Awards

This year, Worldpay wanted to recognise some of its valued customers in the work they have been doing to improve their businesses in partnership with us. We’ve seen some outstanding achievements and we asked our dedicated Account Management Teams to make nominations in the categories of Innovation, Customer Experience and Omni-Channel.

Entry criteria included:

Innovation in Retail – demonstration of one or more of the following:
• A innovative way of engaging with customers (new channel, store design, CRM, etc)
• Huge growth in one of their channels which could be attributed to a change in the way they do business

Customer Experience in Hospitality – demonstration of one or more of the following:
• A recent significant growth in customer satisfaction (in one of the metrics they use)
• A particularly significant piece of customer feedback which really exhibits what the company thrive at
• Evidence of a significant change in operations as a result of customer feedback

Inspirational Performance in Business Services – demonstration of one or more of the following:
• A significant growth in any business metric (no of customers, profit, new services, additions etc)

Worldpay judges Dave Hobday, Alan Crowther and James Frost announced the winners during the conference:

Innovation
The winner of the innovation award demonstrated how they adopted innovative payments technology to drive business value.

Shortlisted: The Arcadia Group, Autoglass and Select Retail.

Winner: The Arcadia Group
Arcadia has demonstrated outstanding innovation across their business in a number of ways, helping them to improve customer experience across all shopping channels by offering new payment solutions. In-store customers can order and pay for products using iPads linked to Worldpay Total Mobile devices which has maximised stock availability and reduced till queuing. They have launched Apple Pay within their mobile App which has allowed secure payments for customers on the move. Arcadia’s websites now accept many local in-country payment methods in addition to standard card schemes, improving sales across all regions. These and other examples all fit with Arcadia’s overall strategy to enable seamless customer payments across all interfaces using Worldpay as a trusted partner.

Customer Experience
The winner of the customer experience award demonstrated the best use of payment technology to improve the customer experience online or face to face.


Winner: The Rugby Football Union
Within the RFU there is a culture of spirit and determination and over the last 12 months they have demonstrated this on and off the pitch - delivering an outstanding customer experience within the Twickenham Stadium. Twickenham is leading the way and has been at the forefront of stadia innovation - delivering a world class retail and hospitality experience for rugby fans. With the help of Worldpay, the RFU has implemented card payments across all its tills and converted its corporate boxes from paper catalogues to digital, linked to Worldpay Total Mobile devices. This has delivered major improvements for the RFU business, with a reduction in till errors and match day reconciliations and fans are delighted with the better and faster service. A winning combination.

Omni Channel
The winner of the Omni-channel award demonstrated the best solution to deliver a seamless customer payment experience across all the trading channels.

Shortlisted: Dune, The Entertainer and Monsoon and Accessorize.

Winner: Monsoon and Accessorize
Monsoon Accessorize implemented Worldpay Total Mobile and integrated it with a customised App called MAX in its 100+ stores. This allowed them to improve customer experience whilst significantly reducing administration costs. The Mobile Solution interfaces with the website and allows customers to browse and select products that are not available in store but might be available online. The product is then ordered and paid for using the Worldpay Miura device in store and delivered to the customer’s home. This ensures that customers don’t leave the store without finding what they were looking for. The solution has enabled Monsoon to increase store revenues by 10%. Monsoon now intends to roll this out to the rest of the estate of 250+ stores in 2016.
What our customers loved about the conference

Patrick Dixon was interesting, thought provoking new ideas of what people do and why we do things. I think the best thing out of it is the little things you can do to improve instead of everyone trying to come up with the grand scheme of things. All very good stuff.

Paul Sergeant, Southern Co-operative

I think Patrick was really interesting, he was really dynamic he kept the pace going really well – he jumped from topic to topic but with each one he had a clear idea of his thoughts behind it. It was really interesting in the way that he brought them all together and the focus back to the customer emotion side.

Tony Shaw, Tesco

The best things have been looking at what we can do for our business and our customers that we actually don’t provide at the moment. It’s just opened our eyes to look at what we can actually achieve for our customers. The whole day has been really good to be honest with you – there’s not one particular standout. I’m learning a lot from all of it and can take it back and feed it back to my superiors.

I would like to bring more people next year. We only brought finance this year, we need to bring more IT, sales, and customer service staff. We definitely need to bring a more varied range from the business next year.

Stacey Giddens, Rexel UK
I think the day was quite interesting, quite a nice mix of retailer presentations and input. Patrick’s talk was really thought-provoking – it’s the little things that create the magic and I’ll remember that – that was quite powerful. We often try and overcomplicate things, I think when you are immersed in the industry you forget to go back to the eyes of the consumer and put yourself in their shoes. And I think we try to, but sometimes it’s just about the simple things.

Cathy McCabe, Jaeger

I’ve thoroughly enjoyed today, there has been a lot of information given to us, a lot of very positive feedback about Worldpay’s vision and where it sees itself and where it intends to go over the next few years.

Alan Fleming, SSP

I think me it’s looking at what some of the other retailers are doing and thinking of doing is inspiration for us to play catch up. We are still a little bit behind on some of our Omni-channel single customer focused initiatives and it’s just an opportunity to see what some of those at the forefront – like Monsoon and Clarks – are putting in place. And how we can learn from that and take some ideas away and think about how we put that on our roadmap.

Kevin Martin, Timpson

The Worldpay workshop was quite interesting to see how they can track consumers’ whereabouts and I’m quite looking forward to be able to get stuck in. You can always drill down a little bit more into different things and I’m hoping Worldpay can help us with that and provide us with some more information.

Nancy Alberton, Wagamama

I’ve been using the app and I think it’s really good to have the agenda that I can just look at and also to understand who the people are. I knew that there were a couple of people who were going to be here that I could then meet up with them. I’m the IT Director, I like a good app!

Julia Price, White Stuff

It’s just about taking time out from the day job to take a step back and think about it from a customer perspective is so important. That’s one of the key things coming to an event like this – you can take that step back, someone else has done all the research for you and presented it back and it reminds you that the customers’ voice always has to be there – so I enjoyed that.

Andrew Lawson, Monsoon Accessorize
Thank you for joining us and we look forward to welcoming you to the next conference in 2016

Watch the Conference Highlights