

## Pandemic Pushes People to Try **New Payment Platforms** To better understand their views of the many new payment options available, we surveyed

1,000 U.S. consumers in the year after the pandemic struck. Semafone's Omnichannel Payments Consumer Trust Survey reveals significant concerns about their personal privacy and security when providing payment details over new digital channels.

## **Changing the Channel** The challenges brought on by the pandemic meant many consumers are moving from their

preferred payment methods



Said that text and SMS was their preferred way to

Three times as many respondents paid via text and SMS in the past 12 months



way to make a

Claimed phone

as their preferred

**Nearly five times** that many people paid via phone in the past 12 months



channel for payments

Identified mobile

payment applications

Triple that made a payment via a past year

for payments this year with more customers reporting using them than in either in-store or online marketplaces

Mobile payment applications were a top channel







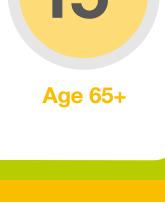
**Driven by a Smartphone Savvy Generation** Who paid via mobile application this past year?

**Mobile Payment Application Adoption was** 









Of 18–24-year-olds

claimed social

they continue to purchase via social



## channels over not enter payment media as their preferred method social media details on social

Social Media isn't Winning Over Wallets

While adoption numbers may be low now, social shopping shows strength among younger demographics as

media channels of paying for a good or service



Prefer other

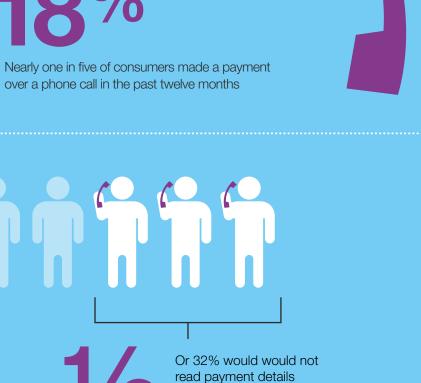
payment



Stated that they

would absolutely

over a phone call in the past twelve months



the phone with businesses they trust

Or 29% of consumers would

only make payments over

of all consumers shared that they complete transactions via phone regularly Certain age groups are more on edge about the increase in

over the phone

work-at-home agents when sharing payment details over the phone:

Of those 65+ express they don't have concerns about security when sharing

PII over the phone with remote contact center agents

Of those between 18 and 44 are less trusting knowing agents are at home

Age 65+

Of those 65+ state that they've paid this way in the past twelve months

The pandemic challenged newly remote businesses to securely collect payments and keep consumer data safe. Semafone's solutions provide business continuity and empower remote workers to take PCI DSS compliant payments. Secure cloud, hybrid and on-premises deployments enable organizations to collect personal data including payment card or bank details and personally identifiable information (PII), securely and across all channels including phone, webchat, social media, email, SMS, QR codes and more.

Age 65+

Contact us now at +1 888-736-2366 for more information.

