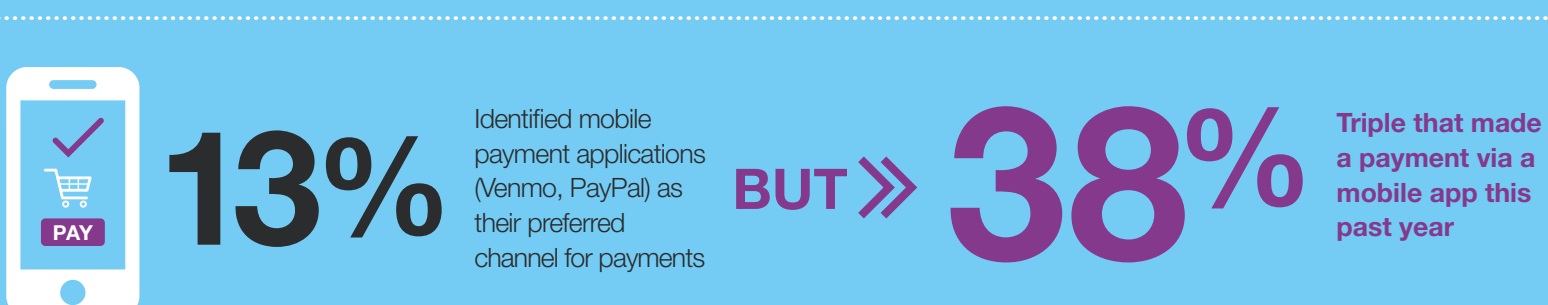


## Pandemic Pushes People to Try New Payment Platforms

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

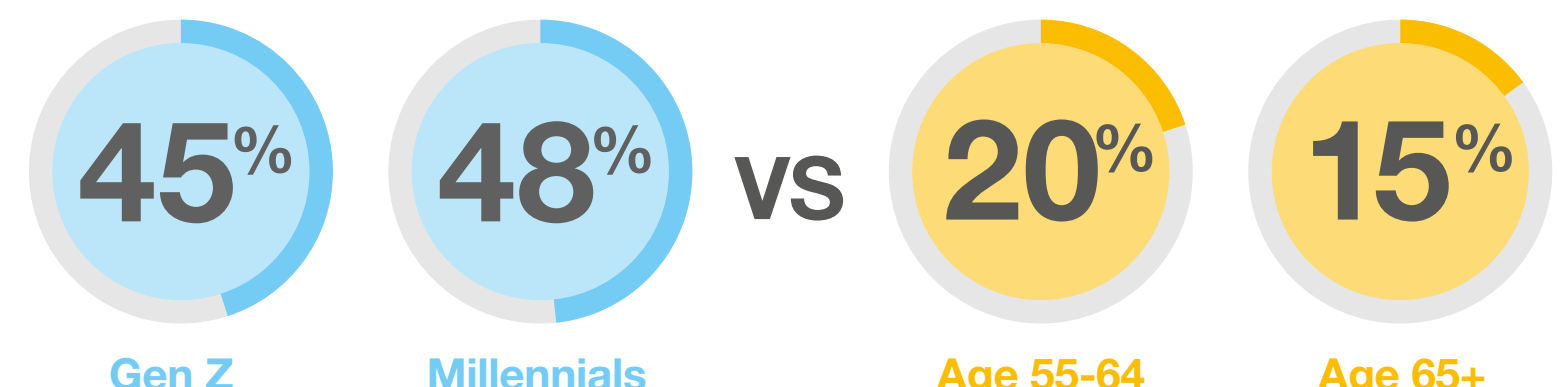


Mobile payment applications were a top channel for payments this year with more customers reporting using them than in either in-store or online marketplaces



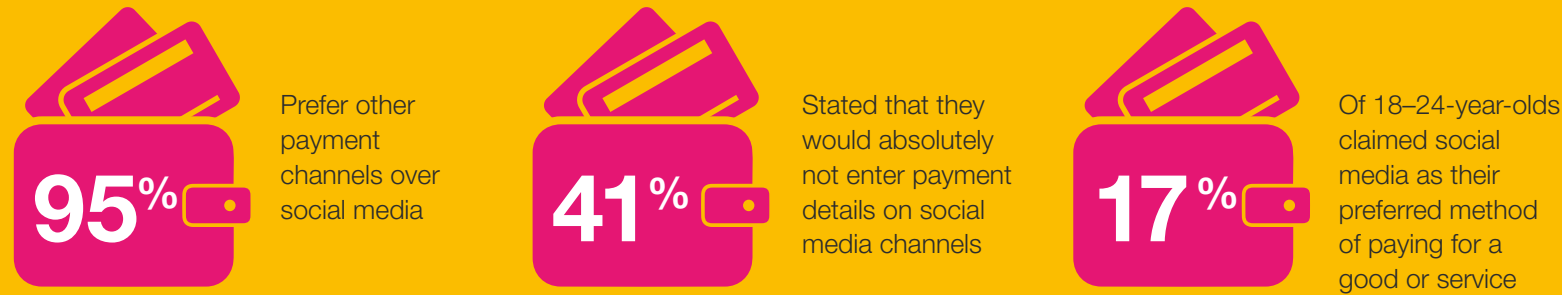
### Mobile Payment Application Adoption was Driven by a Smartphone Savvy Generation

Who paid via mobile application this past year?



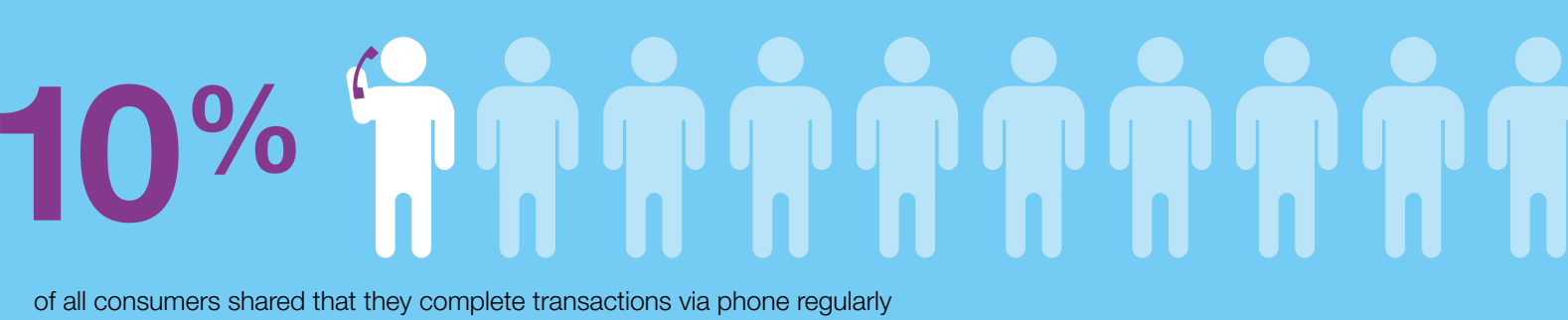
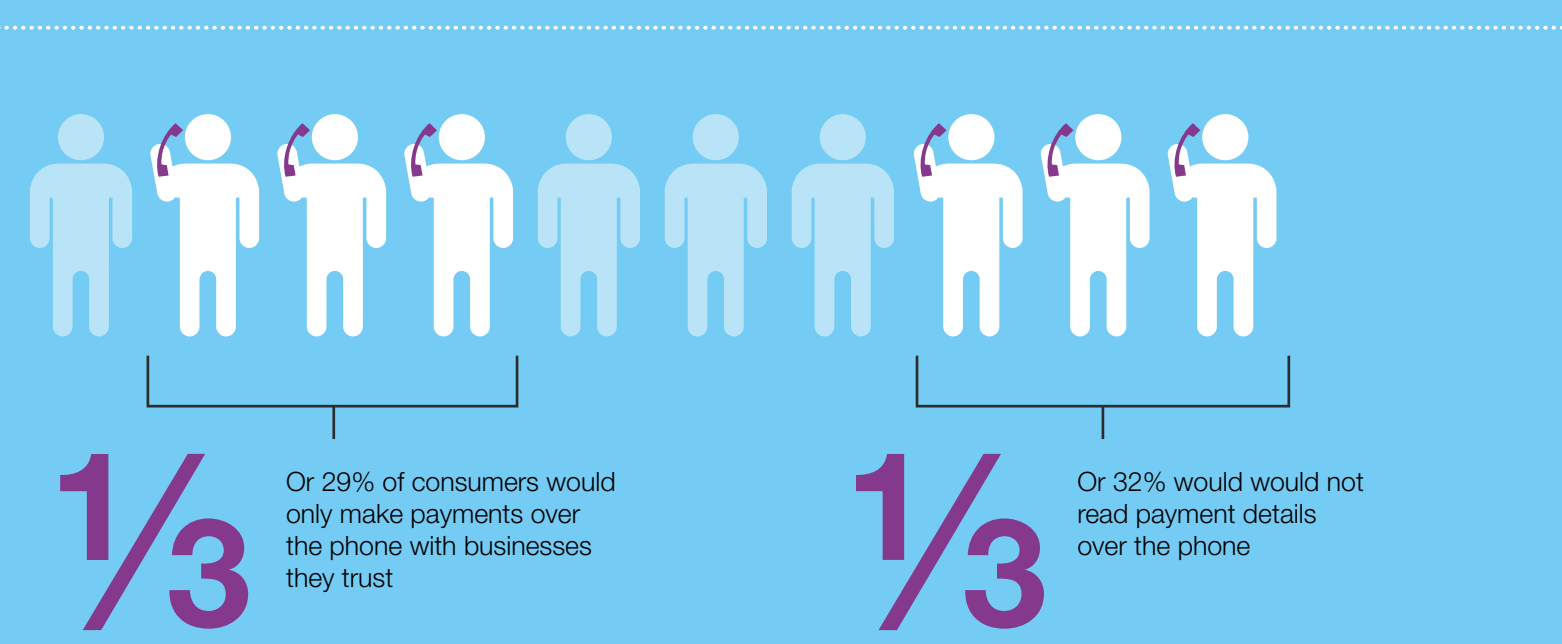
### Social Media isn't Winning Over Wallets

While adoption numbers may be low now, social shopping shows strength among younger demographics as they continue to purchase via social

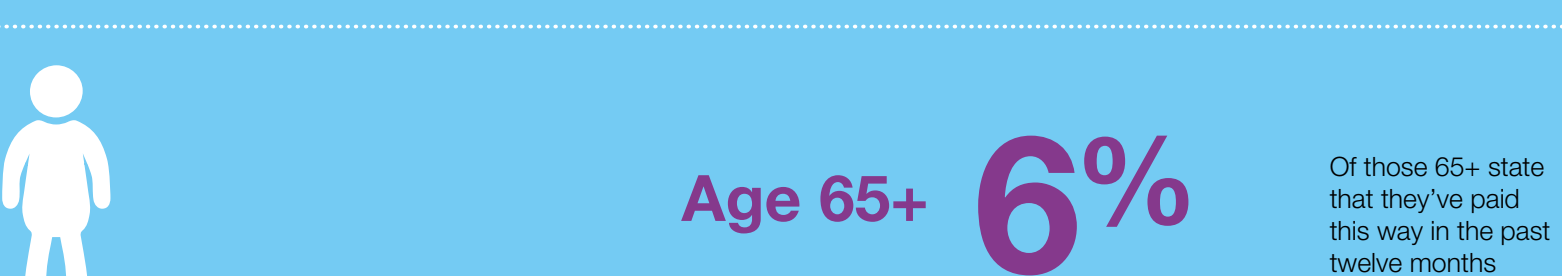


### The Trouble with Phoning it in

Getting consumers on board with sharing PII and financial information via the phone is a difficult hurdle



### Certain age groups are more on edge about the increase in work-at-home agents when sharing payment details over the phone:



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.

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