

# App-Free Digital Commerce

MARTECH STACK • BEHAVIORAL TRIGGERS • SEGMENTATION • CASHIERLESS STORE • LOYALTY • 5G • AUTONOMOUS VEHICLES  
VIRTUAL REALITY • CONSUMER ENGAGEMENT • BLOCKCHAIN • **NFC TAGS** • DIGITAL COUPONS • COHORT ANALYSIS • BEACONS  
MOBILE ORDERING • **MOBILE WALLETS** • PERSONALIZATION • GHOST KITCHENS • VOICE INTERFACES • MOBILE MESSAGING  
3<sup>RD</sup>-PARTY DELIVERY • ARTIFICIAL INTELLIGENCE • PROGRESSIVE WEB APPS • LOCATION-BASED MARKETING • CONNECTED CAR  
CONSUMER DATA PLATFORM • GROWTH MARKETING • AUGMENTED REALITY • ELECTRIC VEHICLES • LOCATION INTELLIGENCE

# Foresight Series Purpose

Help merchants to  
**expand their horizons**  
by looking more broadly at  
**what is changing**

# Foresight Series Purpose

Help merchants to think about the  
**impact of changes** and  
identify possible **strategic responses**

# Foresight Series Purpose

Help merchants **think holistically about the consumer experience** rather than emphasize specific technologies or functionalities

# Discussion Guide

1. Review **changes in consumer expectations**
2. Identify the **signals of change** in digital commerce
3. Imagine an **app-free digital commerce experience**
4. Review some **early adopters**
5. Consider **strategic responses**
6. Plan your **next steps**

# Consumer Expectations

Consumers now expect a  
**digital commerce experience**



Exceptional  
Value



Memorable  
Experience



Immediate  
Fulfillment

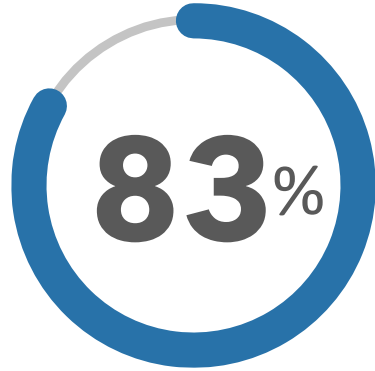


Anywhere in  
Real-time

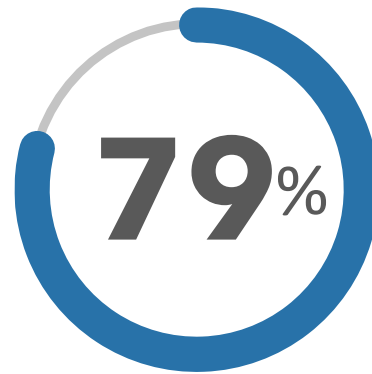


Personalized  
Experience

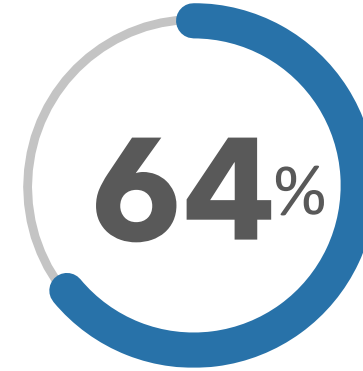
# Consumer Expectation Transfer



think best-in-class experiences **raise their expectations for all companies**<sup>1</sup>



think **experience is as important** as products and services<sup>2</sup>



think their standard for good experiences is **higher than ever**<sup>2</sup>

# Consumer Expectations

There are challenges to building a **native app commerce experience**



Multiple Platforms<sup>11</sup>



Acquisition Costs



Rewarding Experience



# Consumer Expectations

So, do you need a mobile app to meet  
**consumer expectations?**

# Identify Signals of Change

- More than **69 million NFC/contactless users** predicted for 2020<sup>3</sup>
- Apple releases **background NFC tag scanning** in iOS 13<sup>4</sup>
- Apple partners with merchants on **app-free mobile commerce**<sup>4</sup>
- Apple Pay user base growing to more than **30 million users**<sup>5</sup>
- Apple launches **Apple Pay Express** for transit transactions<sup>6</sup>
- Google launching **Spot app-free commerce** program<sup>7</sup>

# Identify Signals of Change

- Arrival of **5G** networks and smartphones
- Rising **consumer expectations** for more options and less friction
- iOS 13 introduced **stricter permissions on location services** requiring consumers to provide periodic approvals, which has resulted in **68% of users opting-out of location services**<sup>8</sup>

# Consumer Expectations

These signals of change indicate that an **app-free digital commerce experience** could **meet customer expectations**

# Imagine an App-Free Experience

- Step 1** Consumer **scans an NFC tag** with iPhone (10s or newer)
- Step 2** Acknowledge iOS banner to **open browser**
- Step 3** **Confirm transaction** details and pay with Apple Pay
- Step 4** **Authorize** Apple Pay payment sheet
- Step 5** Digital **receipt with merchant engagement offers**

# Early Adopters of App-Free Experiences



Salvation Army "Kettle Pay"<sup>9</sup>



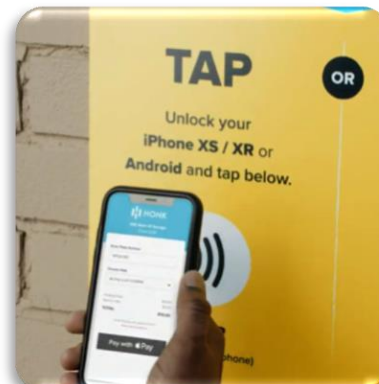
Bird Scooter<sup>4</sup>  
Apple Background NFC Scan Launch



Bonobos Self-Checkout<sup>4</sup>  
Apple Background NFC Scan Launch



PayByPhone Parking<sup>4</sup>  
Apple Background NFC Scan Launch



HonkTap Parking<sup>10</sup>



Burger King<sup>7</sup>  
Google Spot

# Imagine an App-Free Experience

Reach unengaged consumers  
**in the moment** with a **branded,**  
**rewarding experience**, and  
an **invitation** to a **digital relationship**

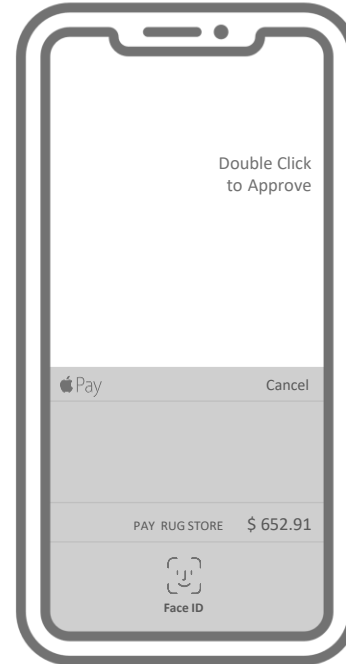
# Strategic Response for Retailers



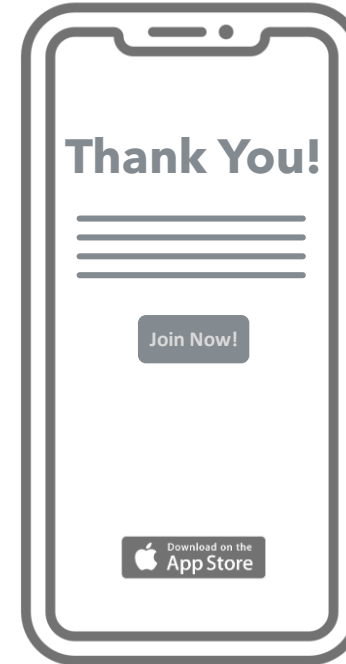
Hold unlocked phone near NFC tag; authorize opening of browser



Verify item and pay with Apple Pay



Authorize Apple Pay transaction



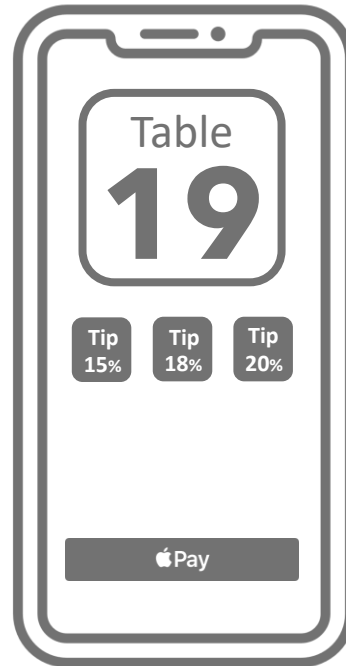
Transaction confirmed and present acquisition offer



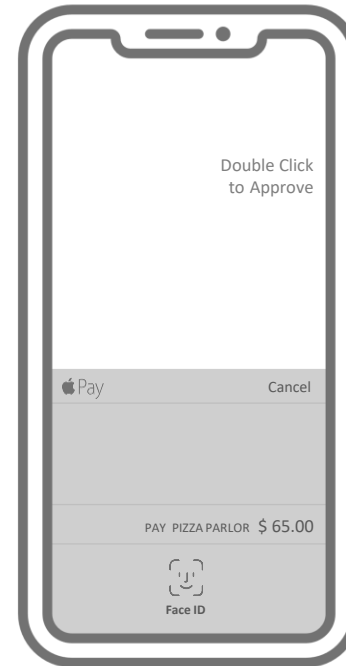
# Strategic Response for Restaurants



Hold unlocked phone near NFC tag; authorize opening of browser



Verify table and pay with Apple Pay



Authorize Apple Pay transaction

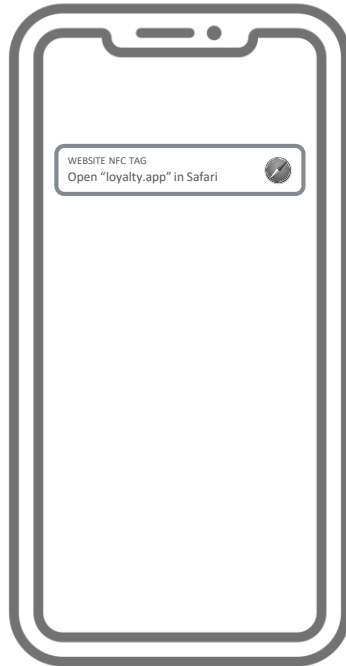


Transaction confirmed and present acquisition offer

# Value Potential of Strategic Response

- Less friction – **doesn't require an app download or onboarding**
- Web-based solution enables **test-n-learn** optimization
- Quicker than mobile app transaction – **as fast as a credit card**
- Opportunity to **anchor brand on consumers smartphones**
- Opportunity to deliver **digital acquisition offer** with receipt
- Acquisition channel for **30+ million Apple Pay users**
- Doesn't require location services – **consumer data privacy**
- Meet consumer expectations for **more options and less friction**
- Engage consumers to **build brand value**

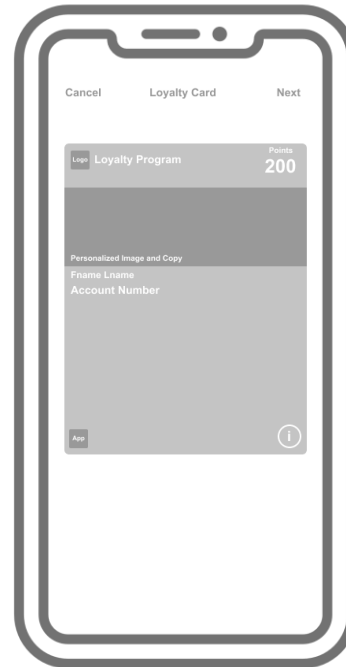
# Strategic Response for Enrollments



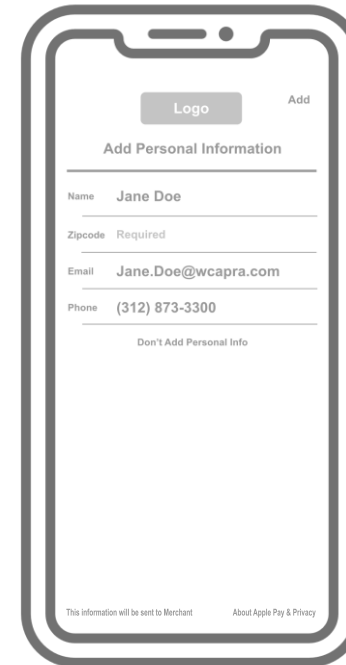
Hold unlocked phone near NFC tag; authorize opening of browser



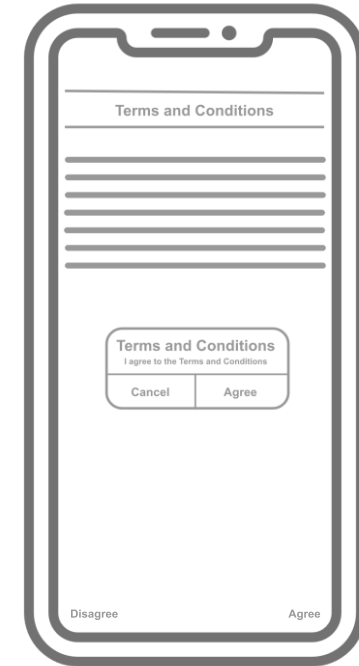
Open landing page for loyalty program



Present Loyalty Card



Pre-filled enrollment form (option to set required fields)



Agree to Terms and Conditions

# Value Potential of Strategic Response

- Frictionless way to **anchor brand on consumers smartphones**
- Multi-channel **distribution options** (NFC tag, SMS, email, receipt)
- Consumer enrollments with **zero-to-minimal data entry**
- Location, event and time **triggered messages on the lock screen**
- Engages consumers with **personalized offers and content**
- Barcode or NFC **integration with the Point of Sale**
- Provides links to **additional content** like terms & conditions, instructions, social media, websites and contact information

# Other Possible Strategic Responses

- Deep link into mobile app to **eliminate need for consumer to locate app** on their smartphone
- Deep link into mobile app to **eliminate need for location services**
- Deep link into mobile app to **eliminate steps** required to complete a transaction
- Smart poster for **app downloads** – deep link to app store page
- Smart poster to **prompt loyalty program registrations**
- Smart poster for **brand engagement** (social media, feedback...)

# Plan Your Next Steps

## Define

### Your Experience

Using its DCXstrategy™ Canvas framework, W. Capra will facilitate a 4 to 8-hour workshop to elicit, refine and prioritize the why, who, what, when, where and how of your consumer experience.

#### Who's Involved?

- Merchant Stakeholders
- Merchant Decision Maker
- W. Capra Digital Strategist
- W. Capra Digital Commerce Team

#### What's delivered?

- DCXstrategy Canvas Report
- Digital DCXstrategy Canvas

## Design

### Your Experience

Using a 4-week Design Sprint engagement, W. Capra will operationalize your new consumer strategy with digital prototypes and validate the strategy with actual consumers.

#### Who's Involved?

- Merchant Stakeholders
- Merchant Decision Maker
- W. Capra Design Sprint Lead
- W. Capra Digital Commerce Team

#### What's delivered?

- Design Sprint Report(s)
- Consumer Experience Prototypes

## Deliver

### Your Experience

Using a Product Management Strategy, W. Capra will collaborate with a cross-functional team within your organization to build, deliver and maintain the consumer experience.

#### Who's Involved?

- Merchant Stakeholders
- Merchant Decision Maker
- W. Capra Digital Commerce Team

#### What's delivered?

- Your new Consumer Experience!

# To continue the discussion

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