

Kiosk Solutions
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 Hyper-connected clientele

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At payment terminals and in-store, mobile payment is attracting not only Chinese tourists, but a new hyper-connected clientele.

The hyper-connected clientele

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China has expanded into mobile payment faster than any other country in the world. And Chinese tourists stick to their habits when they travel.

According to Neilson, in 2019 69% of Chinese tourists used mobile payments (mainly Alipay and WeChat Pay) while

shopping abroad, up 4% on the previous year. Merchants outside of China therefore have a strong incentive to offer this payment method.

The main challenge is to entice Chinese tourists, create a competitive advantage, provide a tool to attract new customers who use mobile payment, reduce waiting time at checkout, provide omni-channel shopping and improve the customer experience.

In recent years, the travel habits of Chinese tourists have changed considerably. Data has shown they travel less in groups and visit fewer countries per trip (generally around four, including France, Italy and Switzerland). The result of this behavioural change is twofold: there are a growing number of individual travellers who prefer theme trips and an increase in "repeaters", that is, tourists who follow the trends started by influencers. This hyper-connected customer base is, in fact, rooted in so-called e-tourism or M-tourism.



hyper-connected clientele



From M-tourism to M-payment

Ardent users of technology, these consumers have become “prosumers” – consumers who produce information, in this case, related to tourism. They express, exchange, and share their opinions on their smartphones over the social media, replacing the traditional not-very-interactive tour guides with smart devices, which have conversational capability.

Chinese tourists also prefer to make purchases using their smartphones. Many consider travelling with cash as impractical, not to mention unsafe. They prefer paying by mobile phone, which is more convenient and secure. In Nielsen's 2019 study, New Trends for Mobile Payment in Chinese Outbound Tourism, when asked what criteria influenced their shopping habits abroad, Chinese tourists rated payment method

at 37%, ahead of product quality (36%) and price (36%). In the same study, “89% of Chinese tourists said they would make more purchases if more merchants offered mobile payment solutions”.

Some merchants have incorporated these findings into their sales strategy. They are implementing solutions designed to satisfy consumers who are passionate about technology and maintaining their independence. McDonald's, for example, has installed self-service kiosks for customers to order meals. Menus are translated into the local language and visual content is tailored to the culture of each country. This strategy solves the problem of the language barrier with staff, simplifies ordering and payment procedures, and increases the accuracy and efficiency of service.

At airports, kiosks have been set up to facilitate VAT refunds, thereby reducing waiting time at the counter. Another example is IPM, a business that provides interactive terminals called Easykiosks that can deliver public transport passes or SIM cards. The IPM system drastically reduces waiting time at checkout and improves the customer's shopping experience. In the not-so-distant future, kiosks and terminals will all be offering new international payment methods through mobile payment. Or maybe the future is already here.

Digital marketing boosts mobile payment

By leveraging the power of digital marketing and the blend of media and interactive channels, merchants can increase their visibility and improve their sales tenfold. By informing