

# Are cashless payments good for business?

Visa wants to empower merchants worldwide by creating more convenient, safe, and faster ways to pay. Cashless payments can provide a variety of benefits for businesses and consumers such as incremental revenue, more productive workplaces, and even long-lasting, rewarding relationships.



## Fast

It takes an average of one to two seconds to process a contactless transaction, compared to six to seven seconds for cash.<sup>1</sup>



## Safe

Merchants who are cashless can protect their working capital by eliminating the risk that cash may be lost or stolen.



## Convenient

For the customer, it means not having to find an ATM, wait in line at a bank, break big bills, or carry exact amounts of cash.



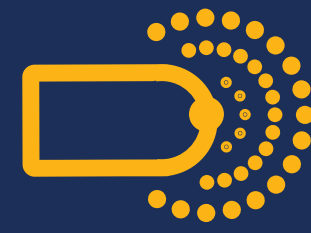
## Incremental

For dining or take out, a US consumer typically spends 25% more on a card at a pizza shop, 33% more at a deli or diner, and 40% more at a family restaurant.<sup>2</sup>



## Accessible

Mobile and e-commerce can be conducted anywhere at any time, reducing the need for customers to carry cash. For example, a consumer can place a mobile order before ever reaching a store, or send gifts to friends and family electronically.



## Seamless

As online and mobile commerce grow, cashless payment options create more ways to reach a consumer and provide service for purchases, exchanges and delivery.



## Efficient

Managers and employees do not need to spend time counting cash and reconciling transactions.



## Rewarding

Cashless payments can help merchants build lasting customer relationships by offering programs to incent new purchases or reward frequent purchases.



## Future Proof

Use of e-commerce and mobile payment options continues to grow across industries, making cashless enablement a priority for businesses that want to enjoy the benefits of an increasingly digital world.