What do real-time payments mean for gig businesses?

Gig workers don’t just like real-time payments. They will pay for them.

Real-time payments provide the following benefits for gig businesses:

- Enhanced engagement: Gig workers are more likely to be engaged with a company that offers real-time payments.
- Increased satisfaction: Gig workers are more satisfied with their gig work when paid in real-time.
- Increased retention: Gig workers are more likely to recommend their gig company to potential workers.
- Improved financial health: Gig workers are more likely to have steady and reliable income.

The solution: Visa Direct

Visa Direct is a real-time payment solution that allows workers to receive their earnings in real-time. This solution provides gig businesses with the flexibility to engage their gig workforce and build a dedicated pool of labor.

Visa can help you identify and connect to a solution provider that fits your needs. Contact your Visa account executive or visit Visa.com/visadirect.

What does today’s gig worker want?

Gig workers don’t just want to do on-demand work. They want to do it on their own terms and conditions.

To help build a dedicated gig workforce, focus on their twin needs: flexible work with fast and reliable earnings.

What is Visa Direct?

Visa Direct is a real-time payment solution that allows workers to receive their earnings in real-time. This solution provides gig businesses with the flexibility to engage their gig workforce and build a dedicated pool of labor.

Visa Direct is available in more than 3 billion debit and reloadable prepaid cards and Visa cards worldwide.

Visa can help you identify and connect to a solution provider that fits your needs. Contact your Visa account executive or visit Visa.com/visadirect.

What does today’s gig worker want?

A flexible and autonomous workstyle that provides fast and steady income.

Satisfaction with gig work by current payment type:

- 92% of gig workers are satisfied with their gig work when paid in real-time.
- 88% of gig workers are satisfied with their gig work when paid in real-time.
- 85% of gig workers are satisfied with their gig work when paid in real-time.
- 82% of gig workers are satisfied with their gig work when paid in real-time.
- 79% of gig workers are satisfied with their gig work when paid in real-time.
- 76% of gig workers are satisfied with their gig work when paid in real-time.
- 73% of gig workers are satisfied with their gig work when paid in real-time.
- 70% of gig workers are satisfied with their gig work when paid in real-time.
- 67% of gig workers are satisfied with their gig work when paid in real-time.
- 64% of gig workers are satisfied with their gig work when paid in real-time.
- 61% of gig workers are satisfied with their gig work when paid in real-time.
- 58% of gig workers are satisfied with their gig work when paid in real-time.
- 55% of gig workers are satisfied with their gig work when paid in real-time.
- 52% of gig workers are satisfied with their gig work when paid in real-time.
- 49% of gig workers are satisfied with their gig work when paid in real-time.
- 46% of gig workers are satisfied with their gig work when paid in real-time.
- 43% of gig workers are satisfied with their gig work when paid in real-time.
- 40% of gig workers are satisfied with their gig work when paid in real-time.
- 37% of gig workers are satisfied with their gig work when paid in real-time.
- 34% of gig workers are satisfied with their gig work when paid in real-time.
- 31% of gig workers are satisfied with their gig work when paid in real-time.
- 28% of gig workers are satisfied with their gig work when paid in real-time.
- 25% of gig workers are satisfied with their gig work when paid in real-time.
- 22% of gig workers are satisfied with their gig work when paid in real-time.
- 19% of gig workers are satisfied with their gig work when paid in real-time.
- 16% of gig workers are satisfied with their gig work when paid in real-time.
- 13% of gig workers are satisfied with their gig work when paid in real-time.
- 10% of gig workers are satisfied with their gig work when paid in real-time.
- 7% of gig workers are satisfied with their gig work when paid in real-time.
- 4% of gig workers are satisfied with their gig work when paid in real-time.
- 1% of gig workers are satisfied with their gig work when paid in real-time.

What do real-time payments mean for gig businesses?