



TAP ON PHONE

# External activation guide

MARCH 2024

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# 1: Introduction

## Landscape

In recent years, the point of sale (POS) has shifted from hardware-based to software-based - with Tap on Phone leading the way. Tap on Phone has significantly improved the payments industry by making it easier and more cost effective for merchants to accept payments with just their mobile device. Since the release of PCI standards (CPoC and MPoC), Tap on Phone deployments are now transitioning out of pilot phase into widespread global commercialization.

## Planning for Commercial Success

This document provides insight into key success drivers for Tap on Phone deployments, with a focus on how to make go-to-market implementation successful. By understanding and executing these drivers, our partners will be able to maximize the benefits of Tap on Phone and prepare for commercial success. This guide is intended for any entity that supports, deploys, or uses Tap on Phone solutions, including:

- Acquirers, payment facilitators, and solutions providers
- Merchants who use a Tap on Phone solution
- Sub-merchants who use the services of a payment facilitator
- Mastercard employees who support partners that have launched a Tap on Phone solution

We hope this guide provides the tools you need to support our Tap on Phone partners. Feedback is crucial to the development of these resources. Please send feedback and details on how and when you used this guide (e.g., showcasing Tap on Phone at an industry event, supporting a partner with a Tap on Phone launch, etc.) to our MPOS team: [mposprogram@mastercard.com](mailto:mposprogram@mastercard.com)



## Key Tap on Phone Use Cases

Tap on Phone can support a variety of use cases, allowing merchants to accept digital payments and provide choice at checkout for their customers:



### Cash-only merchants

Addresses small and medium-sized enterprises, micro merchants and mobile venues' need for flexible, low-cost, mobile, and scalable card acceptance solutions



### Retail

Augments existing POS capabilities to increase sales and improve consumer experience (e.g. queue busting, sales associate checkout, curbside checkout, etc.)



### Pay on delivery

Consumers can tap to pay for deliveries at their doorstep. Support payment on delivery without the need for cash



### Events

Create a seamless consumer experience by enabling payment acceptance anywhere and at any time throughout an event



### Transit

Help consumers get to their next destination with a simple tap to pay with a ticket agent

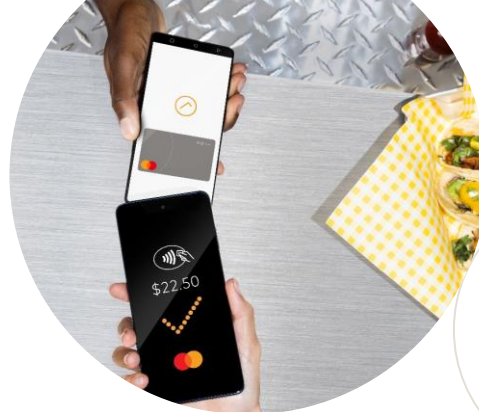


### Charity

Start accepting donations faster while street fundraising or at a charity event

\*Not a comprehensive list





## 2: How do I make my Tap on Phone deployment successful?

### Designing the User Experience

A simple and streamlined experience for your merchant application is key to successful adoption. From pilots to commercial deployments that have been supported over the years, we have identified some key factors that are important for success:



#### Digital Onboarding:

The merchant onboarding experience should not be overlooked and is a critical success factor to Tap on Phone deployments. As a digital only acceptance solution, providers that support digital onboarding can create a streamlined and user-friendly merchant experience. The ideal experience includes:

- Ability to sign up for a merchant account (including providing necessary identification) all within the app without the need to travel to a physical location to provide paperwork.
- Simplified questionnaire to eliminate unnecessary questions from the onboarding experience so that merchants are not deterred part way through sign up.
- Quick responses for approvals, data requests, etc. so merchants are not waiting for too many days to be able to transact.
- New merchants should have proper onboarding including screening and KYC that is on par with other MPOS solutions. Please also keep in mind that merchant accounts can be live with Tap on Phone faster than with hardware solutions. Account payout timelines should be managed to reflect speed to market for software solutions. The [Merchant Security Rules and Procedures document](#) on MC Connect provides further information on merchant screening.







### App/User experience:

Usability and functionality are key for successful adoption and usage of merchant applications.

- Successful deployments saw strong adoption when Tap on Phone functionality is included in the same application the merchant already uses for their banking or POS.
- Having a single app gives merchants flexibility to choose what services they want to utilize and provides a more streamlined experience for checking out customers.



### Platform Availability:

- Smartphone platform share varies across geographies. To reach the most expansive customer base providers should support multiple operating systems, specifically Android and iOS as they are the dominate platforms in the market.



### Phone model / UX design:




COTS devices vary greatly in terms of size, durability, NFC signal strength, and more. It's important for our partners to understand the main devices they expect their merchants to use and ensure the solution works seamlessly with consistent UX across.

- NFC antennas in COTS devices tend to vary in strength and location on the device. Being familiar with top models and where the NFC location is, and informing the merchants of this, is helpful in getting merchants comfortable with using the solution.
- Partners should consider prompting merchants during enrollment or through educational resources to test and note where the NFC antenna is located and how to tap a card.



Merchant Education

Merchant education continues to be one of the most important factors to how successful a Tap on Phone deployment can be. It is crucial to ensure merchants feel comfortable using the technology and understand the benefits, requirements, device set up and how to accept payments.

<div></div> <div><p>Why your merchants will like Tap on Phone</p></div>	<div></div> <div><p>Why their customers will like Tap on Phone</p></div>
<div><div><div>1. <b>No additional hardware required</b></div><div>Merchants do not need to purchase any additional peripheral hardware to accept payments.</div></div><div><div>2. <b>Accept payments anywhere you are</b></div><div>Merchants can accept payment where they are – in the store or on the go.*</div></div><div><div>3. <b>Secure and fast checkout experience</b></div><div>Contactless payments use the same security as EMV chip cards and are fast and convenient, increasing the checkout speed.</div></div></div>	<div><div><div>1. <b>It's fast</b></div><div>No more fumbling around for cash or change – and the transaction is complete in a fraction of a second.</div></div><div><div>2. <b>It's secure</b></div><div>Contactless payments have low fraud rates when compared to other in-store payment methods because they use the same EMV technology as when a customer dips a card.</div></div><div><div>3. <b>It's convenient</b></div><div>Customers can use their contactless card or device (e.g., phone or wearable) to make a payment.</div></div></div>
<div><div></div><div><p>Important Requirements</p></div></div>	<div><p>Contactless functionality on the customer's payment card or device is required to accept payments from the Tap on Phone solution:</p><ul style="list-style-type: none"><li>• Cards featuring ))) indicate contactless capability.</li><li>• Customer must activate their card in a mobile wallet prior to using their mobile device for payment.</li></ul></div>





## Mobile Device Setup

- Remove any cover on the mobile device when testing or accepting payment.
- Identify the location of the NFC antenna on your mobile device by testing a transaction. Many OEMs include NFC antenna locations on their device specs online, if needed. If available, place a contactless "Tap Here" sticker near the location of the NFC antenna on the device.




## How to Accept Payments

- **Open the Tap on Phone application** on your mobile device.
- **Input the final payment amount** to be collected in the Tap on Phone application either manually or via the shopping cart (if available).
- **Guide customers** to tap their contactless card/device as indicated by the "Tap Here" sticker on the mobile device.  
If such sticker is not on the mobile device, identify and tap against the location of the NFC antenna.
- **Be sure your customers know** their payment has been accepted with an email or SMS receipt through the Tap on Phone solution. The interaction should be straightforward and effective.

## Merchant FAQ

### 1. How do I know if a customer can pay via Tap on Phone?

**PhysicalCard:** Look for the contactless indicator on the card – it's usually on the front but may be on the back. If you do not see the waves , the card won't be able to tap.

**Device:** If the customer has a mobile wallet (e.g., a Mobile Banking issuer application with NFC capabilities: Apple Pay®, Samsung Pay®, Google Pay®), they can Tap & Go® if they have previously activated their card into their mobile wallet. Only the customer will know if they've done this.

### 2. Where does the customer tap?

The customer should take out their NFC card or enabled device, identify the NFC antenna and hold it in proximity until the payment has been accepted. If available, a sticker can help indicate where the NFC antenna is located.





### 3. Why Tap on Phone?

Tap on Phone is quick, simple and secure. It's an ideal payment method for customers when they just need to pay and go. As a merchant, you can transform any enabled mobile device into a payment terminal. Each Tap on Phone transaction is protected through the same technology as dipped card transactions but provides a faster and, therefore, more pleasant customer experience.

### 4. Are Tap on Phone payments secure?

Tap on Phone payments use the same security technology offered as EMV chip cards that are deployed throughout the world. See link to [Security FAQ document](#) for more detail.

### 5. How do you know if a transaction is successful?

Once the payment card/device is successfully read, a beep should be heard. Solutions that have integrated [Mastercard's Checkout Sound and Animation](#) will play a unique set of notes used to signal the approval of a Mastercard payment transaction.



### 6. What if the transaction does not process?

Make sure your device has a data connection available/active, check that the mobile device cover is removed and retry tapping.



## Measuring Success

Ongoing merchant engagement and feedback collection is important when evaluating the performance of Tap on Phone with your merchants. The tactics listed below can help you ensure each Tap on Phone deployment is as successful as possible while gaining valuable key learnings:

 <p>Merchant engagement</p>	<p>Checking back in with your merchants periodically within the first <b>six</b> months of a deployment can be extremely helpful to rapidly identify issues, address questions, and ensure the solution aligns with your merchants' needs.</p>
 <p>Surveys</p>	<p>Merchant and Consumer surveys are a great way to facilitate feedback</p> <p>Helpful survey questions are as follows:</p> <p><b>Merchant Survey Questions</b></p> <ul style="list-style-type: none"><li>• Have you always accepted electronic payments at your business, or is this your first time?</li><li>• How easy was it for you to get set up with the solution?</li><li>• Please rate your overall payment experience when using Tap on Phone?</li><li>• How well does the payment solution work on your phone?</li><li>• How have your customers reacted to the new payment option?</li><li>• As a merchant, what about this solution do you find most valuable?</li><li>• How likely are you to recommend Tap on Phone to a friend?</li><li>• Would you agree that the Tap on Phone solution brought added value to your customers' payment experience?</li></ul> <p><b>Consumer Survey Questions</b></p> <ul style="list-style-type: none"><li>• How do you usually pay for your purchases at stores/shops?</li><li>• How easy was it to pay with Tap on Phone?</li><li>• How did the payment experience compare to how you usually pay for your purchases?</li><li>• How safe and secure did you feel this payment method was?</li><li>• Was this your first time using Tap on Phone?</li><li>• What did you like most/least about paying this way?</li><li>• What would you change about this payment option to make it better?</li></ul>





## 3: How can I get the word out?

Tap on Phone deployments are the most successful when merchants and customers are excited and educated on the product. Below is a guideline to meet these needs in three different ways: Awareness, Education and Enrollment.

### 1

#### Awareness

**Amplify** with Tap on Phone use cases and successes

- **Merchant spotlights** and testimonial videos are great ways to showcase the use cases and successes of Tap on Phone. Refer to our [Supporting Material table](#) for links to Mastercard case studies and videos.
- **Events** – showcase and demo your product at relevant consumer and industry events.
- **Webinars** – partners can showcase and demo their product during webinars to show how Tap on Phone can help their customers grow in-person revenue, increase payments flexibility, and adapt to a constantly evolving ecosystem.

### 2

#### Education

**Train** on ease of using Tap on Phone

- **Product Ambassadors** – Direct partner involvement with their merchants at initial employment is key.
- **Consumer education** – Encourage partners to spread the word about Tap on Phone and contactless with a social media campaign (e.g., short how-to videos).
- **Signage** – Merchants should have appropriate signage in their store and at their point of sale to help promote Tap on Phone and tapping to pay.

### 3

#### Enrollment

**Drive** merchant adoption of Tap on Phone

Promotions and incentives can be used to drive merchant engagement. Examples include the following: refer-a-friend promotions, merchant competitions, discounts or incentives, and reward loyal customers.





## 4: How can Mastercard help?




Mastercard offers a variety of support and resources to help partners launch and maintain successful Tap on Phone deployments.

### Data & Services

Mastercard Data & Services is the professional services arm of Mastercard, focused on driving value beyond the transaction through each stage of a partner's enablement journey including:



**Mastercard Marketing Services** bring a differentiated approach to campaigns and leverages Mastercard's unique strategic assets to deliver critical business outcomes. Below are ways Marketing Services can support Tap on Phone deployments post activation:

<div></div> <div><h3>Activation</h3><p>We connect with your merchants by activating through the channel that is going to engage your target audience in the most impactful way with contextually relevant messaging</p></div> <div><ul style="list-style-type: none"><li>✓ New Merchant Acquisition</li><li>✓ Existing Merchant Engagement</li></ul></div>	<div></div> <div><h3>Strategic Elements</h3><p>The secret sauce to our campaigns - our platforms, data, and expertise - is how we find the right customers, deliver the right message, and optimize everything</p></div> <div><ul style="list-style-type: none"><li>✓ Test &amp; Learn</li><li>✓ Subject Matter Expertise</li></ul></div>	<div></div> <div><h3>Focus on Outcomes</h3><p>We put your most important business objectives at the center of our campaigns, to ensure we drive measurable results and optimize for the things that matter most</p></div> <div><ul style="list-style-type: none"><li>✓ Merchant Education &amp; Adoption</li><li>✓ Learnings &amp; Optimization Opportunities</li></ul></div>
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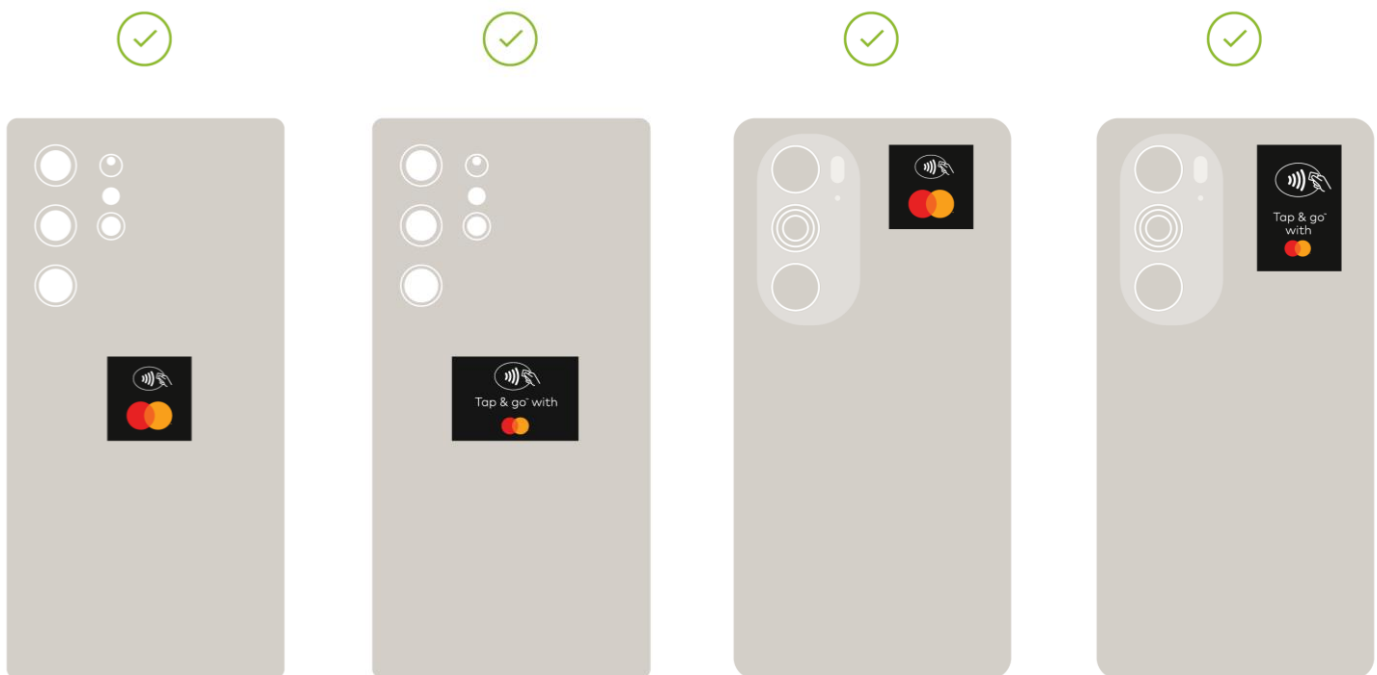
## Branding

Merchants with NFC-enabled phones, tablets, and similar devices that are enabled acceptance devices, through a Tap on Phone app, may place a decal sticker on the device near NFC antenna location to signal where a customer may tap to pay. A visual will help cardholders specify where to tap to reduce transaction errors.

### Decal stickers must display the following:

- Contactless symbol
- Mastercard and other network acceptance marks, where applicable

Mastercard has Tap on Phone decal sticker artwork (.ai and .eps) that can be downloaded on our [Brand Center](#). Please follow the link → 'Contactless branding for Tap on Phone and other SoftPOS solutions' → scroll all the way to the bottom of the section for downloadable decal images.





## Marketing Resources

Title	Description
<a href="#">Case Study – Belarus</a>	Dive into how Mastercard's ToP with PIN pilot drove new merchant acquisitions and increased card acceptance in Belarus
<a href="#">Case Study – Poland</a>	See how Mastercard's ToP pilot boosted contactless acceptance among SMEs in Poland
<a href="#">Case Study – South Africa</a>	Discover the power of ToP in driving low-cost payments acceptance in South Africa
<a href="#">Case Study – Turkey</a>	Gain insight on how Mastercard's ToP with PIN pilot brought new merchants into Turkey's financial and payment ecosystem
<a href="#">Tap on Phone Animation Video</a>	Watch how the ToP value prop comes to life!
<a href="#">Testimonial Video – Asia-Pacific</a>	See how merchant partners in Cambodia, Taiwan, India and Singapore describe the impact that ToP has had on their business
<a href="#">In the news</a>	See our 'In the news' section on our Tap on Phone website to read articles on how ToP is being launched around the world

## Supporting Material (Guides etc.)

Title	Description
<a href="#">Merchant Guide</a>	Learn about the benefits of using ToP, requirements, setup and how to use the solution
<a href="#">Mastercard's Tap on Phone website</a>	Learn more about Tap on Phone benefits, use cases and gain access to resources
<a href="#">Tap to Pay on iPhone website</a>	Any additional questions on Tap to Pay on iPhone can be directed to our inbox: <a href="mailto:mposprogram@mastercard.com">mposprogram@mastercard.com</a>
<a href="#">Tap on Phone Implementation Guide</a>	Understand all the steps needed to deploy ToP
<a href="#">Tap on Phone Acquirer GTM Guide</a>	Learn about GTM considerations for launching ToP solutions in market
<a href="#">Tap on Phone Solution Provider Directory</a>	Visit our directory to find a comprehensive list of MPOS solution providers

\*All resources above can be found on our external facing [Tap on Phone website](#).



# Glossary

**Contactless payments:** A payment method that enables consumers to purchase products and services via debit/credit card or mobile devices that use Near Field Communication

**CPoC:** Contactless Payments on COTS, also known as Tap on Phone without PIN

**COTS:** Commercial off-the-shelf device. A mobile device (e.g., smartphone or tablet) that is designed for mass-market distribution

**Electronic payments:** A transaction processed by an electronic medium, as opposed to a cash transaction or payment by paper checks

**EMV®:** A global standard for cards that uses chip technology to authenticate (and secure) chip-card transactions, taking its name from the card schemes that developed it – Europay, Mastercard, and Visa

**Level 1 Testing:** Level 1 (L1) testing is an EMV specification for cards, acceptance devices and mobile phones (in card emulation mode) and is a requirement on NFC mobile device vendors. L1 certification ensures that the device meets the lower-level electromagnetic and communication requirements. It includes operating distance tests, in which reference cards are placed at a set of predefined positions in proximity to the device's antenna

**Level 2 Testing:** Level 2 (L2) certification validates the software, which implements the payment functionality that runs on the EMV-approved device. This software is referred to as a payment "contactless kernel" (also includes the application selection module). The supported contactless payment schemes (Mastercard/Maestro, Visa, American Express, etc.) determine which of the payment kernels will be implemented

**MPoC:** PCI Mobile Payments on COTS, also known as Tap on Phone with PIN

**MPOS:** Mobile point of sale, including mobile devices, tablets and wireless portables

**M-TIP testing:** M-TIP (also known as Level 3 certification) ensures that the configuration of the software on the device and the acquiring chain, including the acquirer host and the connection to Mastercard, meet the Mastercard brand requirements

**Near field communication (NFC):** The technology that allows two contactless enabled devices (credit card, mobile phones) and payment terminals to contact each other when they are in range, (e.g., contactless payments)

**PCI DSS:** The Data Security Standard published and maintained by the Payment Card Industry Security Standards Council. PCI DSS provides a baseline of technical and operational requirements designed to protect account data

**Software Development Kit:** A tool that allows solution providers to integrate third-party features into their own software, apps or platforms



## Disclaimer

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Feedback means any and all ideas, requests, feedback, input, information, reports, data, suggestions and recommendations provided by a party.

