

Tap on Phone

Turkey Market Case Study

Enabling business to accept contactless payments easily and cost effectively, using their smart phone

Global Acceptance - September 2021



AKBANK

TURKEY



Mastercard partnered with Akbank to increase contactless acceptance for small and medium-sized enterprises (SMEs) in Turkey by piloting a secure and cost-effective solution – Tap on Phone with PIN

Context and Challenge

- **Market** – Turkey aims to become cashless by 2023. Awareness and usage of contactless payment cards in Turkey is high, with the number of contactless payment cards rising from 30.6 million in 2016 to 89.6 million in 2020.¹
- **Challenge & Opportunity** – Despite high card adoption, many SMEs do not accept card payments yet. Businesses are looking for more cost-effective ways to accept card and digital payments.
- **Partnership** – Mastercard partnered with Akbank, one of Turkey's largest full-service banks, and specialized software provider Provision, to bring **Tap on Phone with PIN entry** to Turkey, lowering the cost of acceptance and bringing new merchants into the financial and payments ecosystem. Akbank Cebe POS was launched in December 2020.

72%

Smart phone penetration in Turkey²

64%

POS terminals enabled for contactless¹

74%

Internet penetration in Turkey³

54%

Credit cards with contactless technology¹

~75%

Share of cash in POS values in Turkey⁴

49%

Of all card transactions are contactless⁵

1) RBR

2) Eurostat and RBR

3) World Bank

4) CBRT Cash Usage Habits Survey

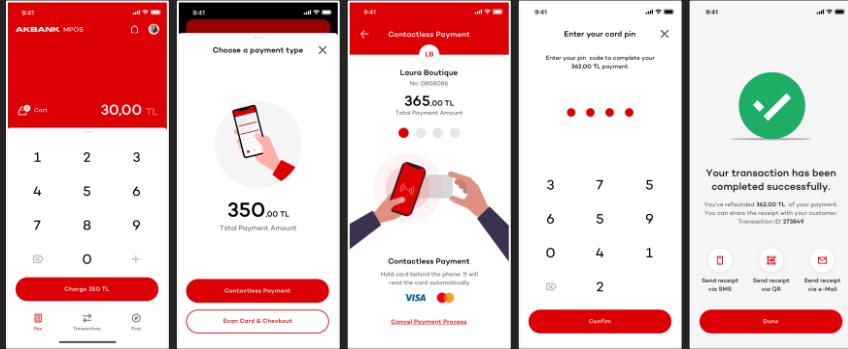
5) BKM



'Akbank Cebe POS' is a standalone Tap on Phone application, complete with digital onboarding and additional features to enhance its value proposition



Akbank Cebe POS ile cep telefonları POS cihazına dönüşüyor



Enter amount

Choose a payment type

Read card

Enter PIN

Transaction completed

[Click here for a video of Akbank Cebe POS](#)

KEY FEATURES



STANDALONE SOLUTION

Standalone Tap on Phone application, including digital onboarding, transaction overviews and instalments



CONTACTLESS CARD ACCEPTANCE + QR CODE

Akbank Cebe POS accepts both contactless cards (including PIN entry) and QR-code payments



ROADMAP

Features to be added in the future: payment basket, cash register and accounting software integration, detailed in-app reporting

VALUE PROPOSITION



LOW COST

No device fees (merchants use their own device) + introductory monthly subscription fee waiver for 6 months up to 500TL



DIGITAL AND EASY

Merchants can onboard and start accepting payments within 2 hours



MOBILITY

Allowing merchants to accept payments on-the-go or anywhere they like in-store



Akbank targeted micro and SME businesses, aided awareness campaigns such as TV, on-the-ground branding material, incentives and end-to-end customer support

Pilot Execution

Merchant selection



Low ticket value micro and SME businesses exempt from Turkish ECR-regulation: e.g. tailors, small convenience stores, restaurants, bagel sellers.

Promoting awareness



Akbank invested in the solution's awareness and safety perception through TV and digital advertisements, videos and stickers targeted at both merchants and cardholders.

Evaluation



Akbank performed surveys via their call center to gather merchant's feedback (common feedback around application user experience, iOS availability, and cardholder safety & security perception).

Launch & Customer Support

Pricing



Monthly subscription fee and transaction fees (in line with Akbank's general acquiring product suite pricing).

Sales and Campaigns



During launch, a new merchant incentive provided new customers with 6 months of no monthly fees; the solution is sold through physical branches, field agents and Akbank's online channels.

Customer support



Multiple support channels and resources were made available to customers: FAQs on the application and website, how to videos (first line), and a call center POS support line (second line).

Akbank created and distributed marketing and informational materials to increase awareness and recognition among both merchant and cardholders



Stickers

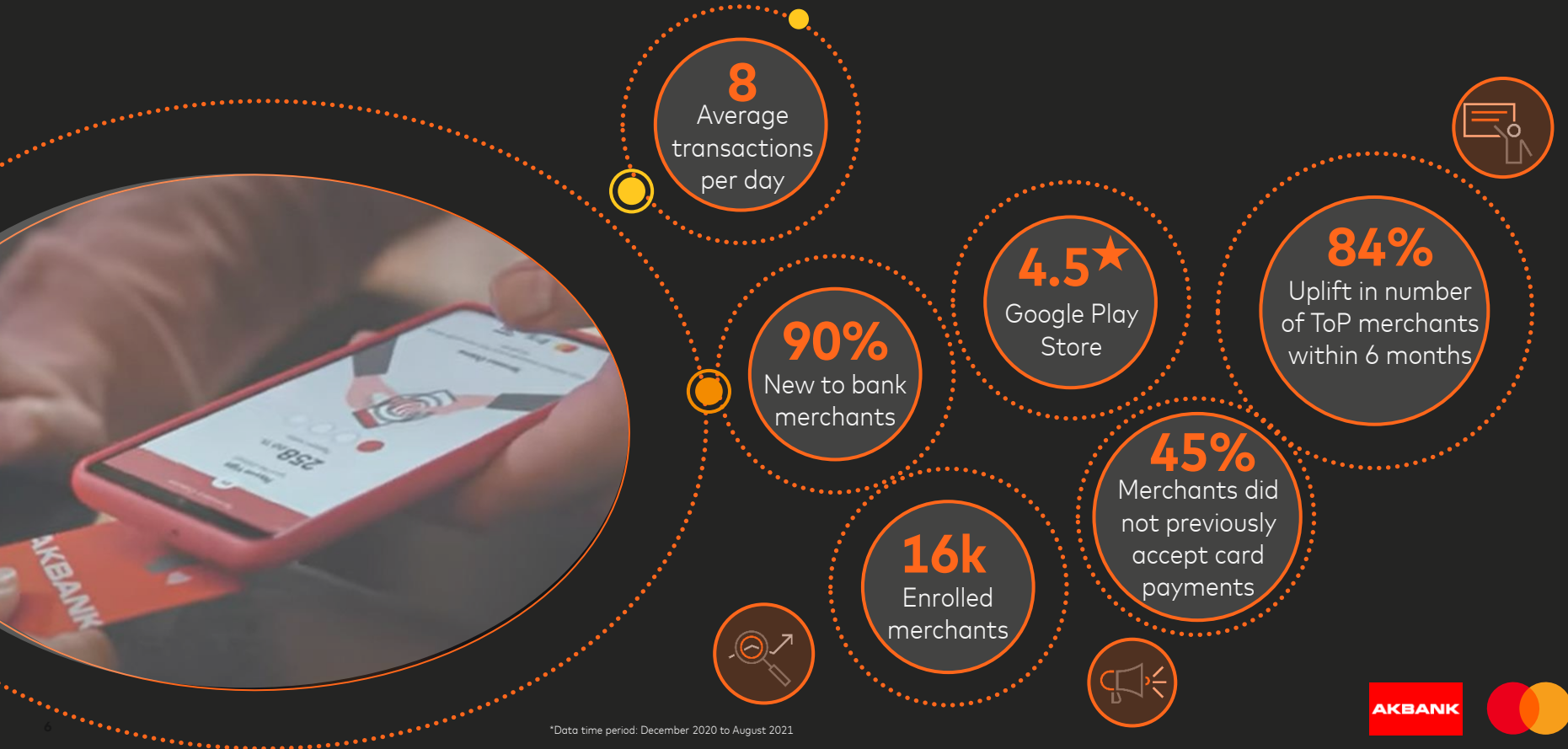
Akbank distributed stickers of its Tap on Phone solution for merchants to display in their place of business

Leaflet

Akbank produced brochures of its Cebe POS solution to raise awareness among both merchants and cardholders



Through Tap on Phone (ToP), Akbank managed to reach new-to-bank and new-to-cards merchants, increasing its acceptance footprint among SMEs



*Data time period: December 2020 to August 2021

Next Steps

For more information on how to use these case studies with your account and if you have any questions, please contact:

Global

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