
Everywhere You Want to Be

Contactless Workshop with Mauritius Bankers Association

Driving Contactless Payments



VISA

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Contactless Payments

- Introduction, Strategic importance -Fabrice
- State of Contactless Technical Enablement -Alex
- Contactless adoption –Henry
- Merchant Enablement -Kennedy
- Communication Strategy –Sheila
- Risk & Fraud Mitigations -Irene
- Closing -Fabrice



What is contactless and why?

Contactless technology is proven to be a cash-displacement tool



Fast

No need for PIN or signature for everyday low-tickets purchases



Convenient

93%¹ of consumers prefer contactless cards because of its convenience



Secure

Same security as a chip card



Innovative

Stepping stone to digital transformation

Contactless is strategically significant for the payments ecosystem

And your business



Out-competing cash



Creating value for payment providers



Providing a viable alternative to 'cash-heavy' merchants



Paving the way for many different form factors and innovations such as the Internet of Things



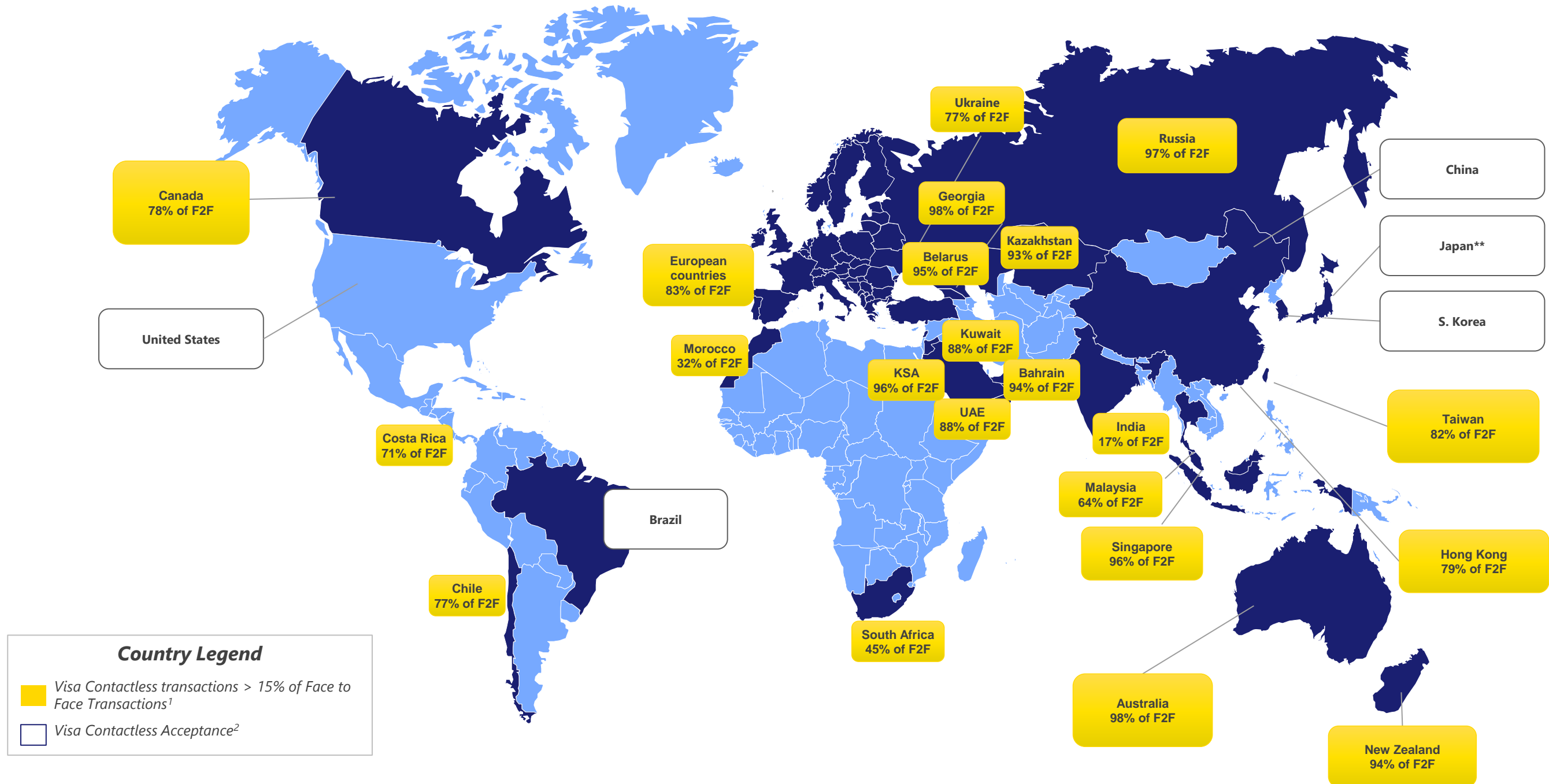
Improving the everyday experience for consumers



Providing an interoperable platform for open participation, healthy competition, and regulatory oversight

Global Visa Contactless Countries

Contactless infrastructure is being adopted worldwide



Country Legend

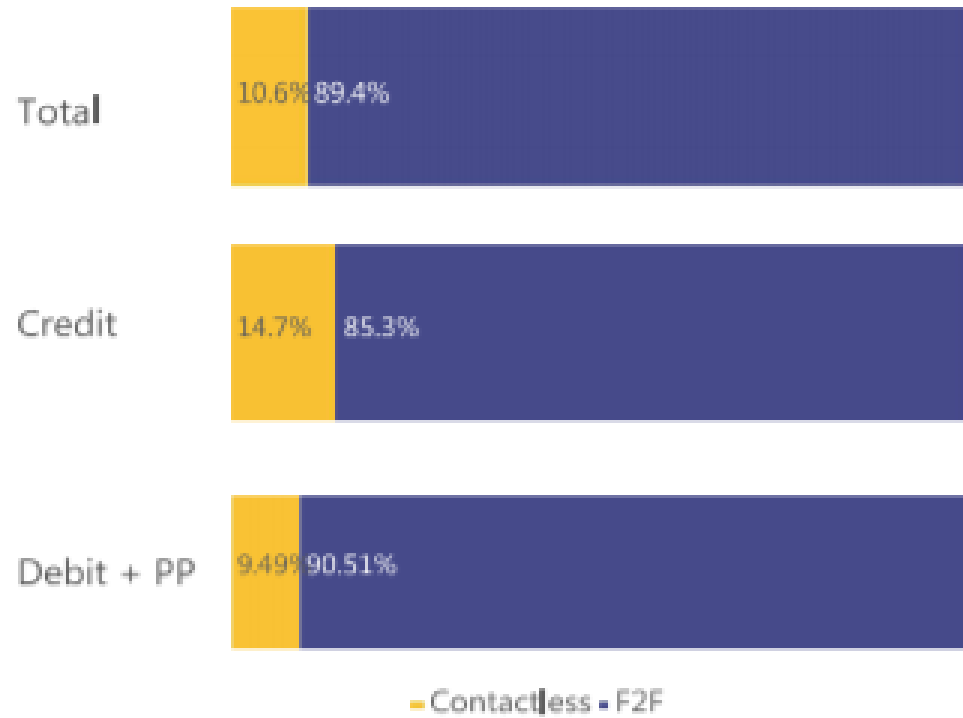
- Visa Contactless transactions > 15% of Face to Face Transactions¹
- Visa Contactless Acceptance²

Notes: Note that list of highlighted countries is not exhaustive. ¹ Visa Contactless transactions defined as Visa transactions with Point-of-Sale Entry Mode 07 and based on C&S. Face to face transactions defined as all Visa domestic transactions (CNP excluded). ² Visa Contactless acceptance defined as significant deployment (>5%) of Visa Contactless terminals. **Felicia proprietary. Sources: VisaNet Data, month of June 21



Visa Contactless – Mauritius trend August 2021

Contactless Count Share of F2F



Contactless Count Trends vs F2F



Foundation for future innovation

Contactless technology is a critical enabler for next generation payment experiences, including wearables and connected devices



Expanding range of form-factors

Leverage EMV technology and security

Visa Payment Token Service ready

Everywhere You Want to Be

State of Contactless Technical Enablement

Best Practices

Alex Mugo – Client Support and Implementation



VISA

Enabling factors for future payments

Visa is focused globally on universally introducing the following three enabling factors to provide the rails on which future payment propositions will depend.



Contactless Payments

- Delivering quicker transactions.
- Enabling the expansion of mobile.
- Extending payment use cases – unattended terminals.



Push Payments

- Facilitating faster development of payments markets.
- Enabling new use cases.
- Improving the level of customer experience and control.



Tokenization

- Making payments more secure for all stakeholders.
- Reducing fraud.
- Enabling new use cases, such as Third Party Wallets.

These 3 elements of capability synchronize with many of the large platforms in existence today, such as Amazon, and therefore give a level of certainty that while form factors will evolve in the next three to four years, the enabling factors will remain the same.

For example, we may find paying using biometrics will be more common in many merchants, but such a transaction will be likely to be tokenized and run on the Visa Token Services platform.

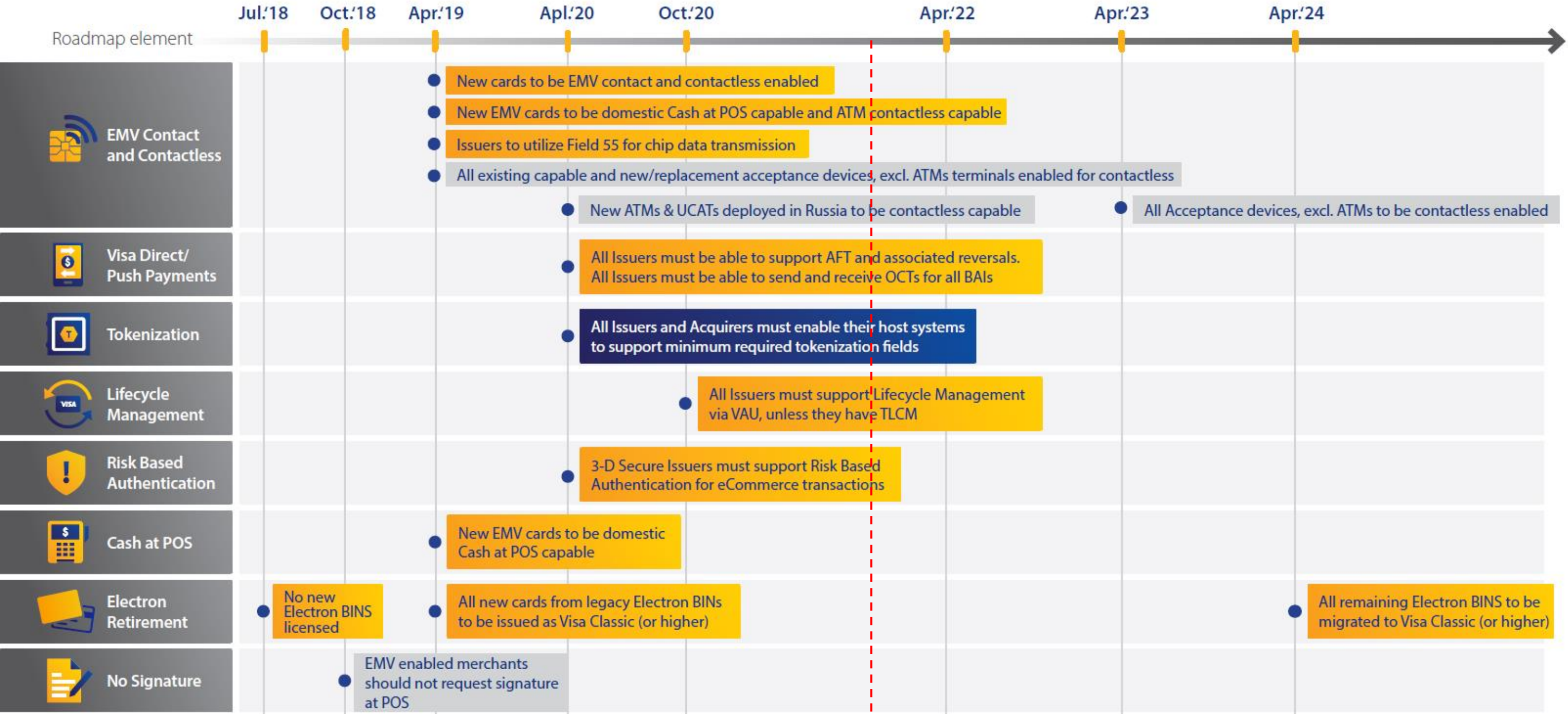
Through enabling these 3 capabilities within your bank, you help to “futureproof” your position as the provider of your customers payment services.

It will be difficult for any new payment player to enter the market at scale without leveraging at least one of these 3 elements, as they will be required to create their own rails and underlying network of partners in order to scale their operation.



The eight elements of the Enabling Digital Commerce Roadmap will be rolled out in phases. Below are the requirements and timescales for each element.

● Key milestone ■ Issuer work ■ Acquirer work ■ Issuer & Acquirer work



● New cards to be EMV contact and contactless enabled

● New EMV cards to be domestic Cash at POS capable and ATM contactless capable

● Issuers to utilize Field 55 for chip data transmission

● All existing capable and new/replacement acceptance devices, excl. ATMs terminals enabled for contactless

● New ATMs & UCATs deployed in Russia to be contactless capable

● All Acceptance devices, excl. ATMs to be contactless enabled

● All Issuers must be able to support AFT and associated reversals.
● All Issuers must be able to send and receive OCTs for all BAIs

● All Issuers and Acquirers must enable their host systems to support minimum required tokenization fields

● All Issuers must support Lifecycle Management via VAU, unless they have TLCM

● 3-D Secure Issuers must support Risk Based Authentication for eCommerce transactions

● New EMV cards to be domestic Cash at POS capable

● No new Electron BINS licensed

● All new cards from legacy Electron BINS to be issued as Visa Classic (or higher)

● All remaining Electron BINS to be migrated to Visa Classic (or higher)

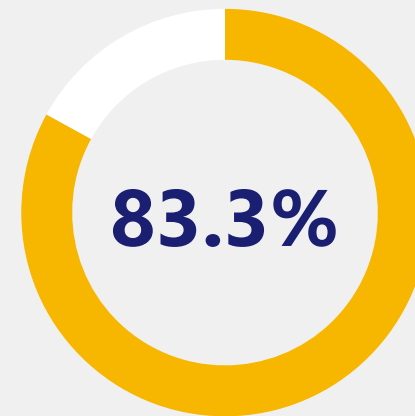
● EMV enabled merchants should not request signature at POS

Contactless Enablement - Issuing

Since April 2019

11%

Contactless Transaction Share count (Aug '21) with a 1.4% grown MoM



10 out of 12 Clients are enabled for contactless

135K

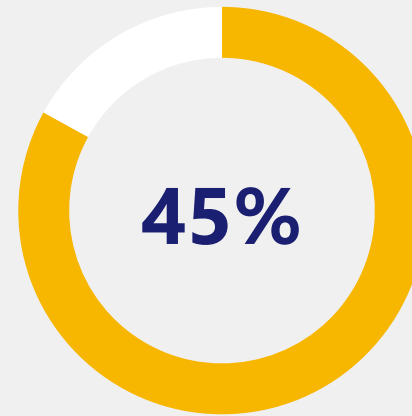
Contactless F2F **Transaction Count (Aug '21)**

Contactless Enablement - Acquiring

Since April 2019

100%

Contactless Client Share



Contactless Active Terminals
Share

9K

Contactless Active Terminals
(Aug '21)




Offline Data Authentication

Contactless card must support Fast Dynamic Data Authentication (fDDA)



Online only Authorisation

Visa strongly recommends that Visa payWave cards be issued as Online-only cards



Online Card Authentication options

Issuer should use the same CVN for Contact & Contactless interface



Contactless Cardholder Verification Method (CVM) Options

- Online PIN (for both domestic and international transactions)
- Avoid configuring the card to switch contactless transactions to contact chip transactions when terminal and card support Offline PIN for Contact.



Cardholder Verification Method Limit

Transactions for amounts above this limit require cardholder verification

Everywhere You Want to Be

Driving Adoption

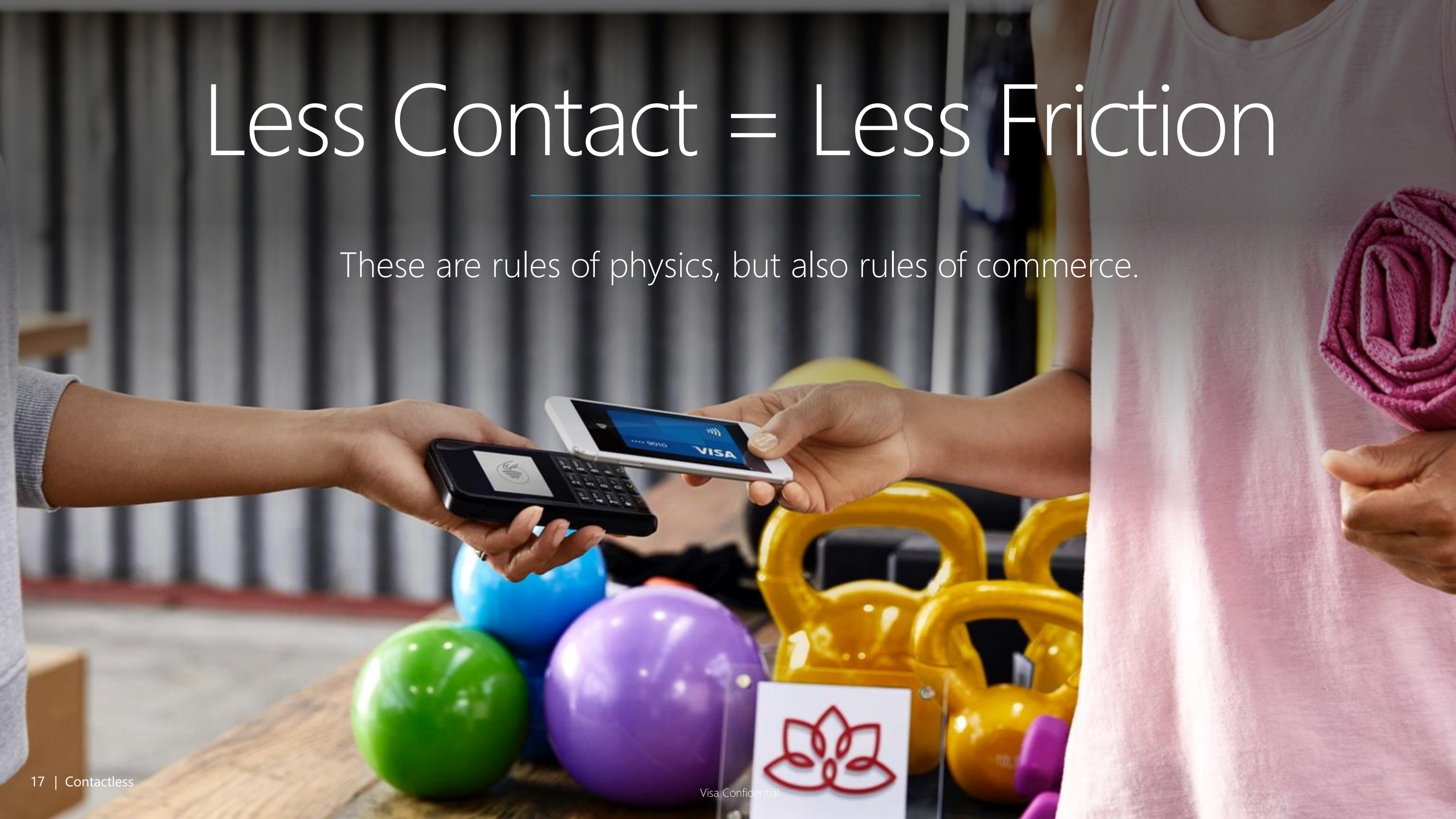
Best Practices

Henry Gakami –Director Product and Solutions



Less Contact = Less Friction

These are rules of physics, but also rules of commerce.



Preparing the Payments Ecosystem for Contactless



The role of issuers

Deploying contactless at scale can be a significant undertaking and to be successful, several factors deserve consideration:



Issuer readiness

- Extends beyond the technical capability of being able to issue contactless cards and process contactless transactions.
- Considerations also include their ability to **engage with and educate their cardholders** about the benefits of contactless and to address any concerns they may have.



Card issuance and reissuance strategies and timescales

- The number and proportion of contactless cards in the market is another key success factor.
- Often, issuers prefer to follow natural reissuance cycles, but there is a **strong rationale for some forced reissuance**, in order for certain cardholder segments to be prioritized.
- This can include frequent international travellers (who are likely to encounter contactless when travelling abroad), those who have a high propensity to use their card for everyday spend, and those in metropolitan areas with a high penetration of contactless acceptance – especially when contactless transit.

Preparing the Payments Ecosystem for Contactless



The role of issuers - Continued

Deploying contactless at scale can be a significant undertaking and to be successful, several factors deserve consideration:



Mobile penetration

- Contactless is about more than just cards. The technology also works with smartphones and wearables and, in some countries, a high proportion of Visa contactless transactions are generated by mobile phones.
- In considering the prospects for contactless, consideration should also be given to the **penetration of mobile phones**, the structure of the mobile telecoms ecosystem and the attitude of the major players – as they can be enlisted as important stakeholders.



Risk management considerations

- In some countries, government and regulatory stakeholders remain concerned about the security of contactless, and the liability for consumers if their cards are lost or stolen.
- Contactless transactions are just as **secure as conventional EMV chip transactions** and there are several risk controls to be deployed.
- Experience suggests that **CVM is best set at the POS terminal-** level and that the value where CVM is required is not so low that it will disincentivize transactions.

Preparing the Payments Ecosystem for Contactless



The role of acquirers

Deploying contactless at scale can be a significant undertaking and to be successful, several factors deserve consideration:



Acquirer readiness

- Acquirer readiness **extends beyond the technical capability of being able to process contactless transactions.**
- Considerations include the **availability of a range of acceptance devices**, the level and quality of contacts within target merchants and merchant segments, and the ability to work with merchants to help them establish a business case for accepting and the availability and quality of **merchant education materials.**



POS readiness

- The prime consideration is the **number and proportion of POS devices that are contactless-enabled.**
- Other important factors include the age of the existing POS terminal estate (which determines likely replacement and upgrade cycles), the ergonomics of the devices (are they **facing the customer**, and easy-to-reach), and **the level and visibility of POS signage** (to indicate to cardholders that contactless payments are both accepted and welcome).



Risk management considerations

- In some countries, government and regulatory stakeholders remain concerned about the security of contactless, and liability if cards are lost or stolen.
- **Contactless transactions are just as secure as conventional EMV chip transactions** and several risk controls are deployed.
- Experience suggests that CVM requirements are best set at the POS terminal-level and at a value that incentivizes transactions.

Preparing the Payments Ecosystem for Contactless



The role of education in driving consumer and merchant adoption

Merchants decide which payment choices will be favoured. However the consumer ultimately decides which of the payment solutions they will actually use. For this reason, in any contactless deployment, **engagement strategies and communications programmes** for these audiences are perhaps the most critical considerations of all, as education is key to driving consumer and merchant adoption.



Branding considerations

- Contactless deployments tend to be most effective when **stakeholders act Simultaneously** and rally around a common message.
- Important components of any deployments include the contactless indicator and the contactless symbol. Such details should not be overlooked, nor should their influence be underestimated. For example, Visa analysis has shown that, on average, prominent contactless signage will drive around 2.5-times more transactions¹².



Getting merchants onboard

- Merchants should be treated as **strategic business partners**.
- Early engagement is critically important, understand their business drivers and IT systems and support business case development.
- Cardholders value contactless acceptance and will change their behaviour with the potential to lead to additional sales.
- Share best practices and ideally launch with a scheduled POS upgrades, use of POS branding opportunities also helps.
- Support staff training for a smooth transition



Education of consumers

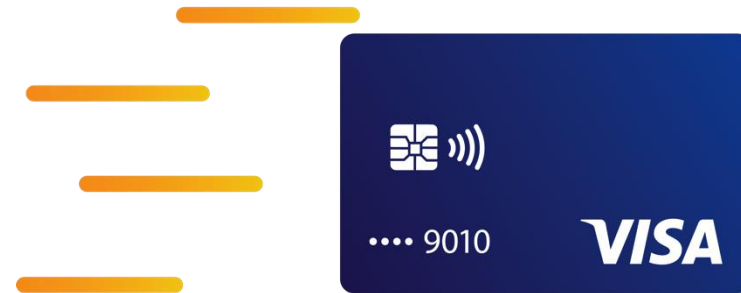
- Cardholders are **receptive to the benefits of contactless but need reassurance about the solution**.
- It is important to educate cardholders about contactless, demonstrating it is more secure than cash. Let cardholders know where it is accepted and maybe even incentivise take-up.
- Cautious cardholders can be concerned about control and spending without thinking if they 'tap' to spend, **so make sure they feel in control with clear statements and SMS alerts**.

Migration to contactless

Contactless proposition



More engaged consumers



Fast and more convenient



New platform for innovation

New places to pay

Contactless can take your bank into entirely new places, creating fresh experiences for consumers and new opportunities for merchants



Contactless acceptance in these areas helps drive consumer habits

The overall consumer experience can be improved, particularly where speed is of the essence

Growth Strategies

Acquisition, Conversion and Adoption



- Early re-carding with contactless cards
- Promotions on usage into new segments



- Contactless from day 1; in branch awareness, new card packs
- Reward for contactless usage



- Position as opportunity to experience
- Activate with contactless

Part of Innovation Journey



Foundation for future innovation

Contactless technology is a critical enabler for next generation payment experiences, including wearables and connected devices



Expanding range of form-factors

Leverage EMV technology and security

Visa Payment Token Service ready

Visa Tokens are designed to optimize the payment ecosystem

Visa Tokens enhance the security & performance of Visa credentials across existing and emerging digital commerce experiences & form factors

01

Reduces risk of fraud & breach by replacing card numbers with a token.

02

Each transaction is processed with a unique token + cryptogram which increases card authorization rates and decrease fraud.



Dynamic capabilities

Quickly replace stolen credentials, cards never expire, consumer maintains control

Enhance the token platform

Additional value-added services like Cloud Token Framework, VCEH and VCES enhance security & consumer experience

Secure transactions

Domain controls & fail safes secure transactions across various devices

What do we mean by **Digital Issuance?**



Providing a **digital card** to to your, now, Connected Consumer **instantly** for **immediate use** where digital payments are accepted



Instant access to **new or replaced cards**



Replaces or **complements your current issuance process** to boost revenue¹ and engagement² with consumers

¹ 51% of digital commerce is estimated to be executed via mobile devices in 2020 and can account for 81% of online sales by 2023 | Euromonitor Top Five Consumer Trends in 2020. ©2020 Visa. All rights reserved. Visa confidential
² Digital active customers are active for 1.9X longer and have 23% lower attrition rates than non-digital active customers | VisaNet Visa Consumer Cards (Apr 2019 – Mar 2020)



And this innovation is not only in Issuing

Contactless innovation for payment acceptance

In mature contactless markets, Visa is piloting a number of contactless acceptance solutions to enable expansion into new segments

Donations



Vending



Tap to phone mPOS



Parking



Transit



Tap to Phone offers sellers a simple way to accept cards

Contactless payments acceptance through the seller's Android smartphone



Doesn't require separate hardware



Easy set-up on the phone they own



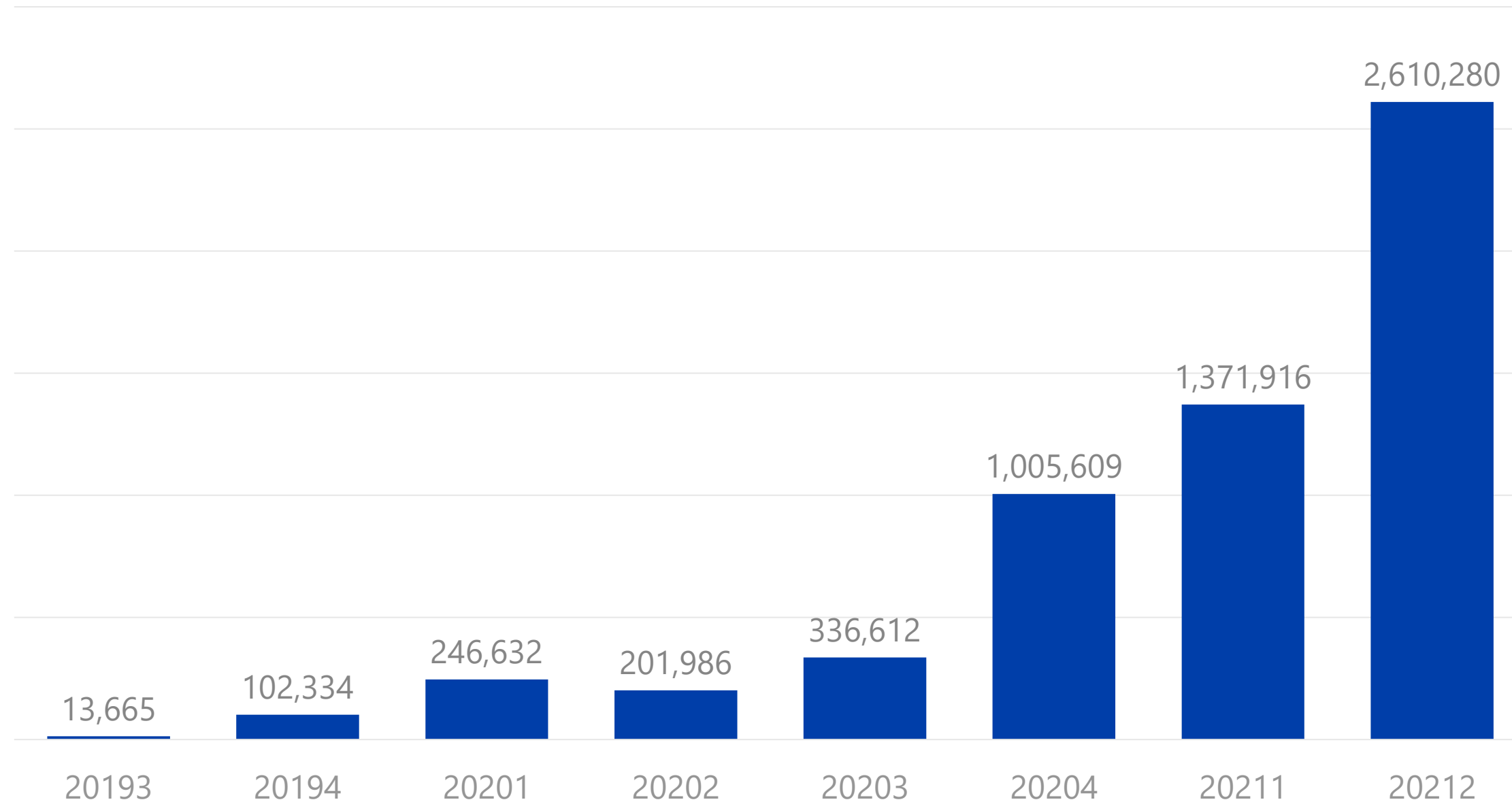
Secure solutions for the next billion sellers

Implementation Considerations

Kennedy Luhombo
Head Merchant Sales and Acquiring

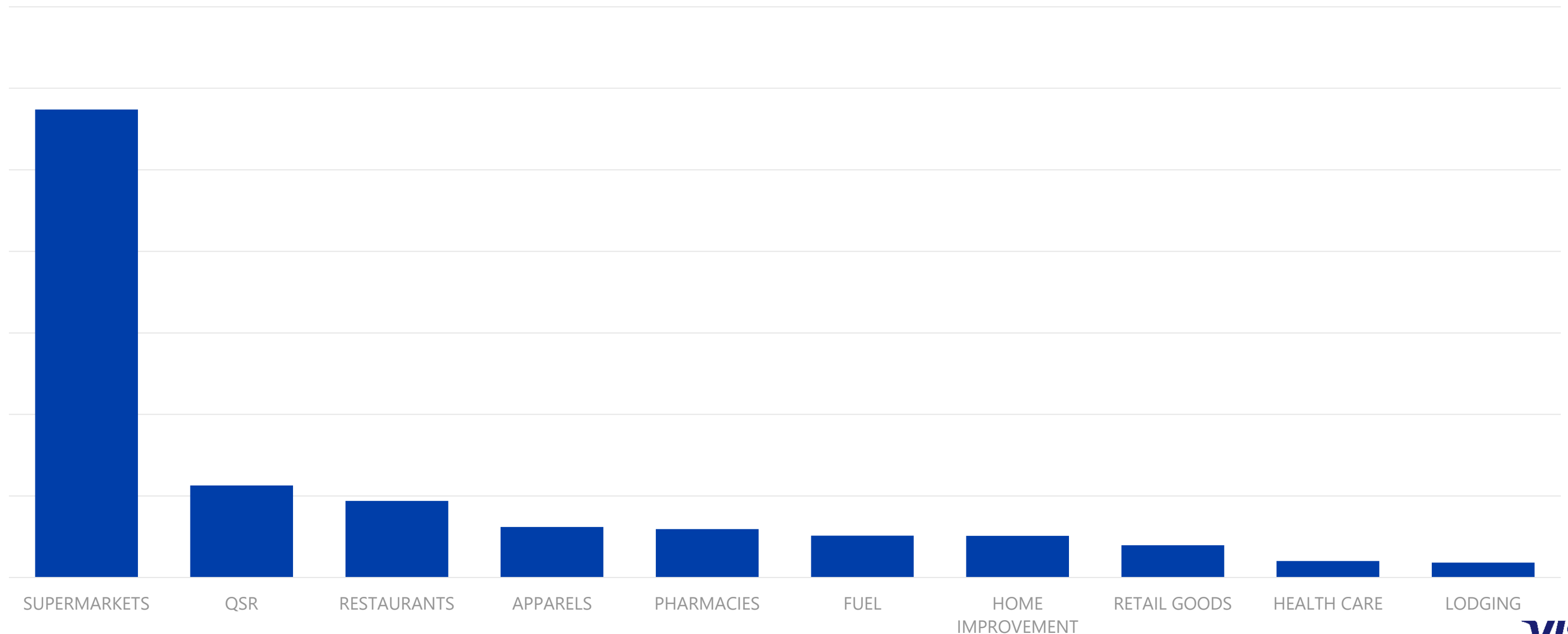
Consistent Growth in Contactless Adoption in Mauritius

Contactless Adoption Trends - Mauritius



Supermarket Segment has so far attracted the most number of contactless transactions

CONTACTLESS ADOPTION BY MERCHANT SEGMENT - MAURITIUS



What makes the ideal Visa contactless transaction

1. Branding

Storefront

Counter

Terminal



3. Terminal is enabled and customer facing

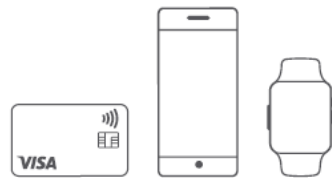


5. No CVM required



2. Merchants staff are trained

Contactless payment can be made when this contactless indicator is shown. The common contactless-enabled devices are as shown below.



Important notes

- Customers need to tap card within 4 cm of the reader.
- Readers are designed to process one card per transaction. Cashier should complete or void the transaction before initiating a new transaction.

STEP 1

Enter the purchase amount and the amount will be displayed on the POS terminal or reader for verification by the customer.



STEP 2

Ask the customer to tap the card or device on the terminal and follow prompts shown.



STEP 3

When the transaction is successful, the screen will indicate 'Approved' and the terminal may produce a beep sound or lights may flash green.



4. Setup is optimized for speed



6. Optional receipt



Make sure that customers know they can tap to pay for fast, easy and secure purchases

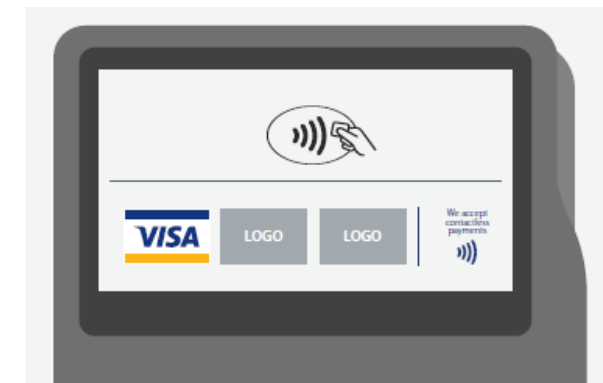
Storefront



Counter




Terminal



Employees should be trained to help customers tap to pay at a contactless-enabled terminal

1. **Initiate** — Ask the customer if they have a contactless card and if they would like to make a contactless payment
2. **Instruct** — Advise the customer to tap their card over the Contactless Symbol displayed on the checkout terminal
3. **Complete** — The checkout terminal will confirm the transaction is complete

Cashier Training Guide

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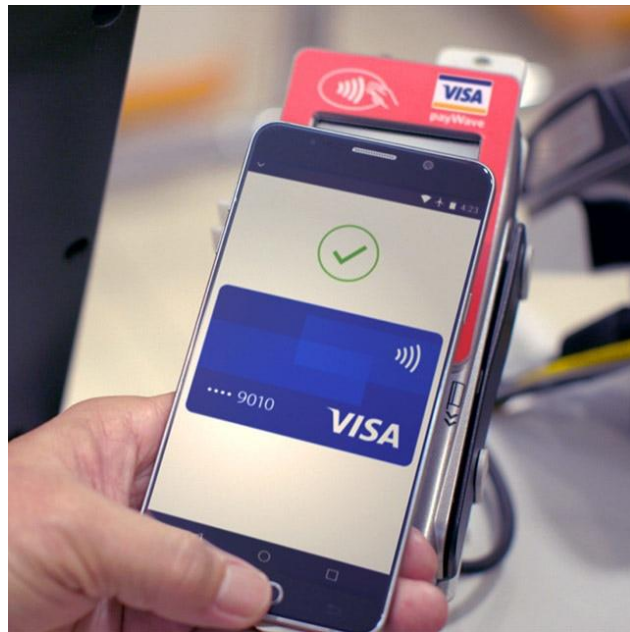
STEP 3

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Reduce friction and encourage usage by ensuring customers have access to the contactless-enabled terminal

Customer Facing Terminal



Customer Facing Reader



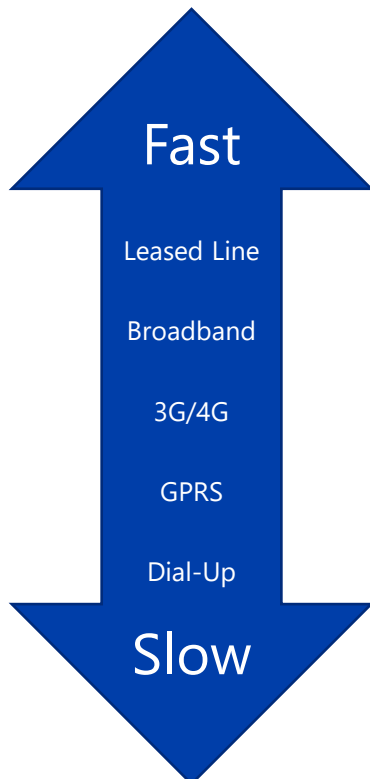
PinPad



- Customer retains control of card
- Merchants should not request for the customer's card to do double swiping
- Ease of access is especially critical as more contactless form factors emerge e.g. mobile, wearables

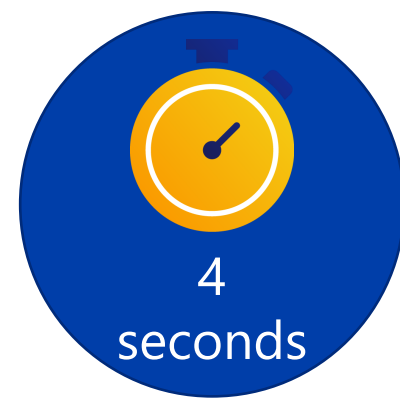
Optimize transaction speed for merchants where cardholder perception of speed is critical

Optimize Network Connection



A broadband connection can save 6 seconds per transaction compared to dial-up

Integration with Point of Sale System



Manually keying the transaction amount into a non-integrated terminal adds 4 seconds

Accept contactless payments for all transactions, regardless of transaction amount

Transactions Below Country VEPS Limit



Customer taps
Transaction is approved

Transactions Above Country VEPS Limit



Customer taps
Terminal prompts for signature or PIN
Transaction is approved

- Do enable all interfaces to ensure that contactless is available to the cardholder without having to request it
- Do not implement a reader limit – accept contactless payments regardless of transaction amount.
- Do set the right CVM parameters to require CVM over the country VEPS limit

Appropriate receipt handling helps reduce transaction times

Optional Receipts for Transactions Below VEPs Limit



Customer receipts are optional unless requested by the customer

Potential time savings of 5-6 seconds

Prioritize Receipt Printing



If a receipt is required, prioritize printing the customer copy before merchant copy, saving 5-6 seconds

Or

Integrate the itemized receipt with the charge slip

Provides time savings of close to 1 second

Best In Class Marketing

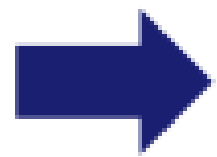
Associating Practices for Contactless

Sheila Changangu
Director Marketing

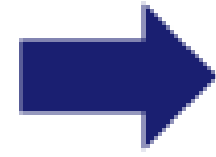
VISA



1. Enable



2. Educate



3. Encourage

Preparing the Payments Ecosystem for Contactless

The role of Payment networks, Issuers and Acquirers

Issuers

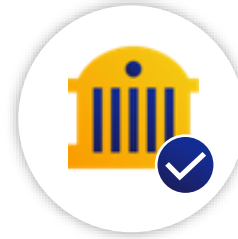
Acquirers

Payments Networks

Regulators



Issuer readiness



Acquirer readiness



Engage industry forums and stakeholders including governments



Regulatory Support/Approvals



Card issuance and reissuance strategies and timescales



POS readiness



Align digitization roadmap with market payments strategy



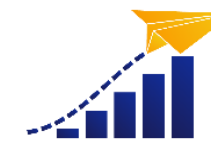
Approval of CVM Limits



Risk management considerations



Advocating best practice



Drive digital strategies



Int. Standards, usage

Ecosystem Readiness is key to the success of marketing campaigns

Enable

Tips to make sure you are well-set up to provide the best experience during your marketing campaign



An optimal card design with prominence to the contactless symbol



Ensure minimum issuance

Card Design Best-Practices for Contactless Cards

Enable

1

Educate

2

Encourage

3

Key Pointers

- Clutter free card design to enhance prominence to the contactless symbol



Ensure min. threshold of issuance

Enable

1

Educate

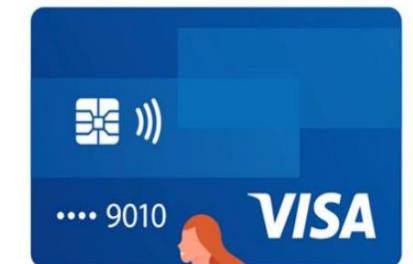
2

Encourage

3

Key Pointers

- Acknowledge the power of existing products/ customers in the portfolio
- Prioritise contactless issuance for customers active at enabled merchants/ everyday spend segment



Educate

Guidance on the messaging and channels for getting the right message to the right person



Messaging Best Practice



Communication Channels

The Issuer's Marketing Playbook for Contactless Payments

A marketing guide for issuers to get the most out of contactless payments

VISA

The Merchant's Marketing Playbook for Contactless Payments

A marketing guide for merchants to get the most out of contactless payments

VISA

Lead your messaging with the convenience of contactless payments, support with security

Enable

1

Educate

2

Encourage

3



Highlight the action

Welcome to the world of contactless payments. Your <bank name> Visa card is a contactless card and it carries a contactless symbol on it. Simply tap your card in front of the card machine at the sales counter and you're on your way!

Prominent contactless indicator

Get ₹ 50 Cashback* on your first contactless transaction.



Features of the Card



Fast

No PIN /Signature required for transactions upto ₹ 2000



Easy

Simply tap your card to pay.



Secure

Embedded chip technology ensures safety at every step.

Benefits

Just Tap to pay



Look

for the contactless symbol at checkout



Tap

your card on the card machine



Go

when it beeps or green light blinks

Process



VISA

Bank Logo

VISA

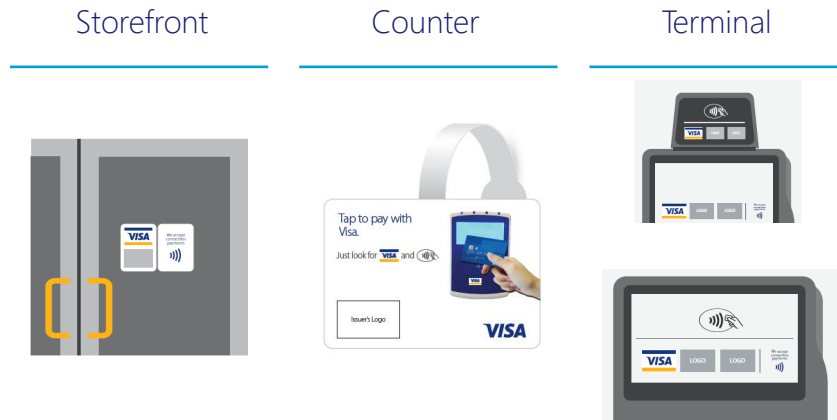


- Awareness of the Contactless indicator is crucial
- Communicating benefit induces habit
- Offer induces trial
- 'Process' explains why contactless is a faster way to pay

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What makes the ideal Visa contactless transaction

1. Branding



3. Terminal is customer facing

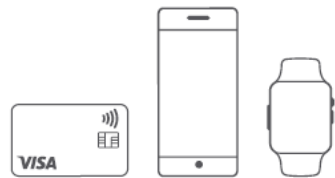


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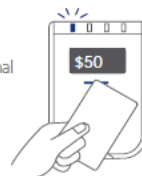
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Branding Activities Implemented in Mauritius and on going for 2022

Brand Visibility

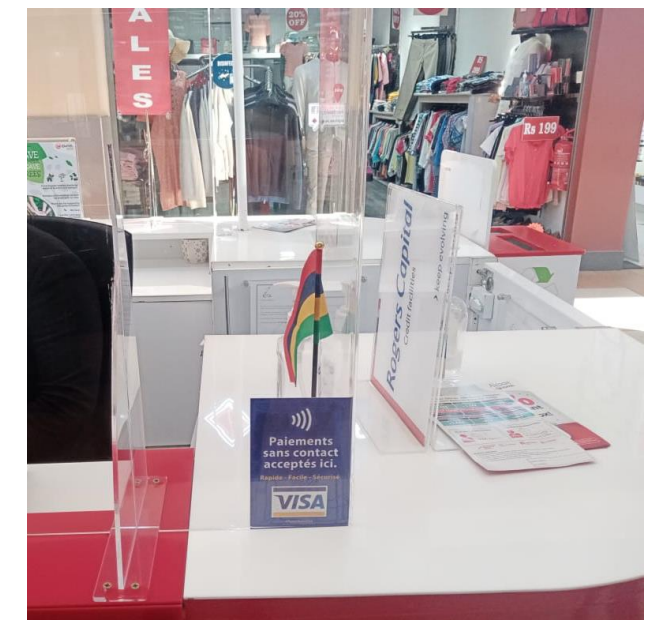
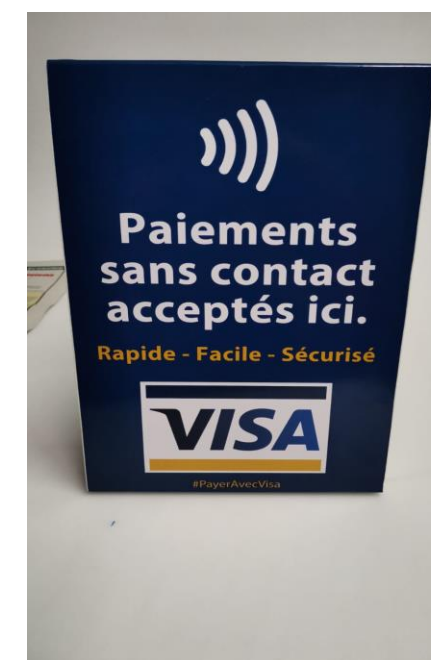
Objectives:

- Scale brand visibility at point of sale and high traffic locations
- Merchant staff training on contactless payments and benefits
- Create top of mind awareness for consumers
- Grow Contactless payment volumes and transactions

Approach:

- Collaboration with acquirers to engage merchants and conduct training on Contactless payments

Campaign period: June-September 2021



Highlight accepted merchants and customize for consumer segments

Enable

1



Educate

2

Welcome to the world of contactless payments. Your <bank name> Visa card is a contactless card and it carries a contactless symbol on it. Simply tap your card in front of the card machine at the sales counter and you're on your way!

Get ₹ 50 Cashback* on your first contactless transaction.

Features of the Card



Fast

No PIN / Signature required for transactions upto ₹ 2000



Easy

Simply tap your card to pay



Secure

Embedded chip technology ensures safety at every step.

Just tap to pay



Encourage

3

Use your Contactless Visa Debit / Credit card and discover great offers on: Merchant-1 Merchant-2 Merchant-3 and many more.



- Low ticket everyday spend categories help build habit
- Habit development needs minimum number of trials & incentive
- Customise the key visual and merchant list for segments

Focus Segments : Food & Grocery, QSR, Restaurants, Pharmacies, Fuel Stations

Integrate the messaging at every stage of the user journey

Enable 1

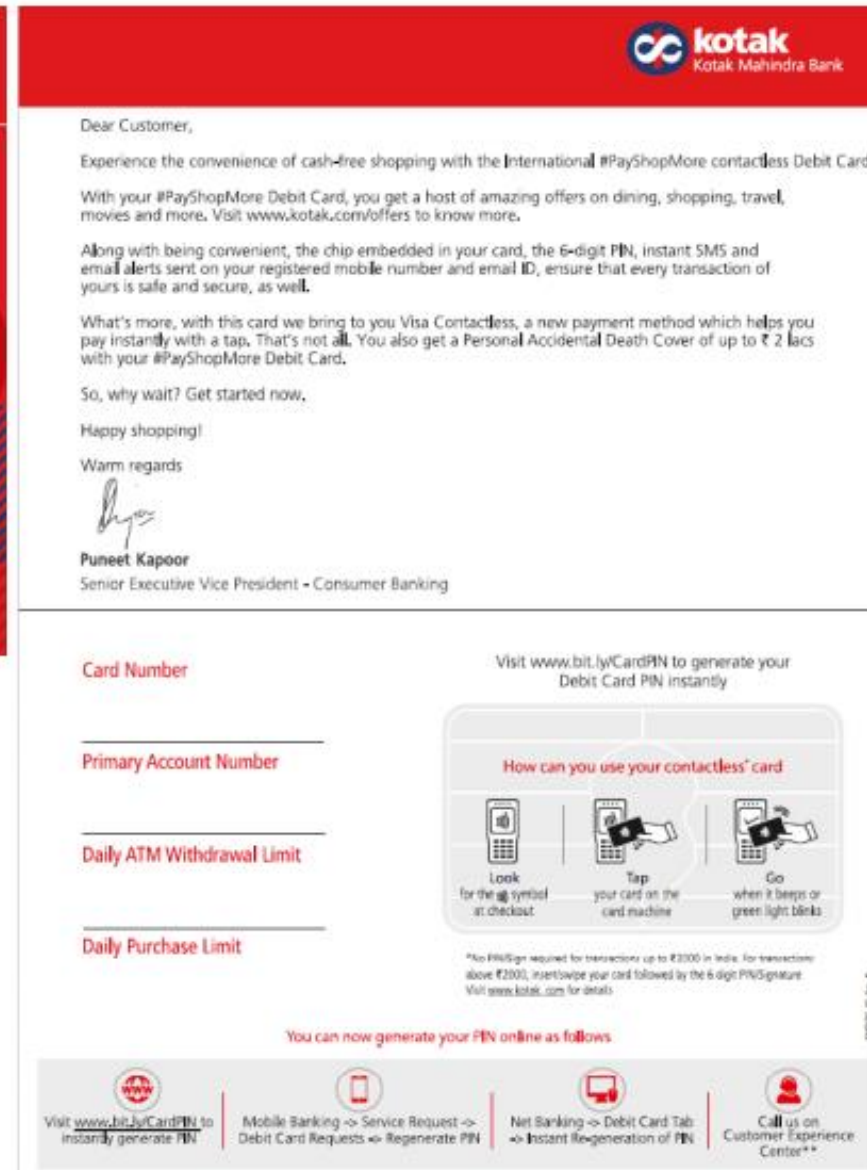
Educate 2

Encourage 3



Shopping will never be the same again.
Rediscover it with #PayShopMore Contactless Debit Card.

Shop conveniently at merchant outlets | Shop securely on merchant website / apps | Worldwide acceptance



Dear Customer,

Experience the convenience of cash-free shopping with the International #PayShopMore contactless Debit Card. With your #PayShopMore Debit Card, you get a host of amazing offers on dining, shopping, travel, movies and more. Visit www.kotak.com/offers to know more.

Along with being convenient, the chip embedded in your card, the 6-digit PIN, instant SMS and email alerts sent on your registered mobile number and email ID, ensure that every transaction of yours is safe and secure, as well.

What's more, with this card we bring to you Visa Contactless, a new payment method which helps you pay instantly with a tap. That's not all. You also get a Personal Accidental Death Cover of up to ₹ 2 lacs with your #PayShopMore Debit Card.

So, why wait? Get started now.

Happy shopping!

Warm regards

Puneet Kapoor
Puneet Kapoor
Senior Executive Vice President - Consumer Banking

Card Number _____
Primary Account Number _____
Daily ATM Withdrawal Limit _____
Daily Purchase Limit _____

Visit www.bit.ly/CardPIN to generate your Debit Card PIN instantly

How can you use your contactless* card

Look for the symbol at checkout | Tap your card on the card machine | Go when it beeps or green light blinks

*No PIN/sign required for transactions up to ₹2000 in India. For transactions above ₹2000, insert/insert your card followed by the 6 digit PIN/signature. Visit www.kotak.com for details.

You can now generate your PIN online as follows

Visit www.bit.ly/CardPIN to instantly generate PIN | Mobile Banking -> Service Request -> Debit Card Requests -> Regenerate PIN | Net Banking -> Debit Card Tab -> Instant Regeneration of PIN | Call us on Customer Experience Center**



- Position as part of the value proposition
- Consistently refer to the card to as a 'contactless card'
- Communication starts at pre-sale stage and continued with the welcome letter

Communicate across channels, leverage data signals

Enable

1

Educate

2

Encourage

3

eDM/Brochure

Tap to pay with Visa

Welcome to the world of contactless payments. Your bank-issued Visa card is a contactless card and it carries a contactless symbol on it. Simply tap your card in front of the card machine at the sales counter and you're on your way!

Get ₹ 50 Cashback* on your first contactless transaction.

Features of the Card

- Fast**: No PIN/signature required for transactions upto ₹ 2000
- Easy**: Simply tap your card to pay
- Secure**: Embedded chip technology ensures safety at every step

Just tap to pay

- Look**: for the contactless symbol at checkout
- Tap**: your card on the card machine
- Go**: when it beeps or green light blinks

VISA Bank Logo

Social

Company 23:45

Search

Direct Your story Friend Friend Friend

First XYZ

Tap to pay with Visa and get Rs xx cashback on your first contactless transaction. For more information visit visa.co.in. T&C apply.

Tap to pay with Visa

VISA Bank Logo

Like Comment Share

Web Banner

Tap to pay with Visa

Get ₹50 Cashback* on your first contactless transaction with Visa.

Know more

VISA Bank Logo

Statement Insert

Tap to pay with Visa

Look for contactless symbol on your Visa card and at checkout.

Look Tap Go

VISA Bank Logo

Educational Videos customized for clients; shared on social media for customers or Whatsapp to branch staff

Enable

1



Is there a new way to pay?



Educate

2



Encourage

3

All brand names, logos and/or trademarks are the property of their respective owners, are used for identification purposes only, and do not necessarily imply product endorsement or affiliation with Visa.

Encourage



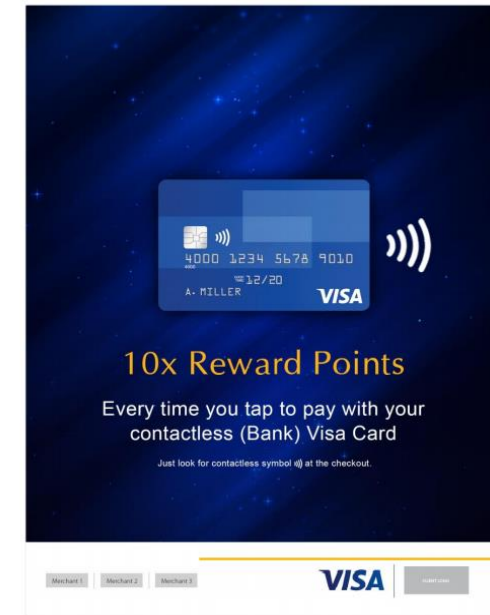
Build benefit in CVP for sustenance



Tactical programmes to drive trial

Build benefit into CVP

- Enable 1
- Educate 2
- Encourage 3



Highlight merchant partners

- 10X reward points for any (or 4 miles) for contactless transactions
- Communication included mention of key merchants enabled on contactless

23 Source: VisaNet Data 2016-2018
Sample merchant offers depicted above are for illustration only.

Link to Desired Behavior

- Enable 1
- Educate 2
- Encourage 3



Limit on cash withdrawals

- Encouraging lesser cash usage and replacing everyday spends with issuer's card
- Subject to cardholder having less than 3 ATM withdrawals in the month

24 Source: VisaNet Data 2016-2018
Sample merchant offers depicted above are for illustration only.



Marketing Activities Implemented in Mauritius and on going for 2022

Contactless Campaign

Objectives:

- Consumer education on contactless payments
- Card activation and drive usage
- Grow Contactless payment volumes and transactions

Approach:

- 360 campaign to drive consumer education (Digital, social media, influencers, TV, Radio, press ads)
- Exciting merchant offers and discounts exclusive to consumers who tap to pay with their Visa card
- Issuer bank engagement via bank toolkits

Tapez pour payer

Sûr, Rapide, Sécurisé

- 1 Cherchez**
Le symbole contactless
- 2 Tapez**
Tapez pour payer avec votre carte Visa contactless sur la machine de paiement
- 3 Go**
Votre paiement est effectué en quelques secondes !

#PayWithVisa

Visa Mauritius
4 September at 11:47

Si votre carte Visa a ce symbole , ce n'est pas le wifi ! Cela signifie que vous pouvez l'utiliser pour payer dans les points de vente. C'est sûr, rapide & sécurisé.
#PayWithVisa

AFRICA.VISA.COM
Paieement Contactless Visa. Sûr, rapide et sécurisé [Learn More](#)

Tapez pour payer

Obtenez une **BOISSON GRATUITE** à l'achat d'un Rounder ou Zinger burger quand vous **Tapez pour payer** avec votre carte Visa

*Un verre de Pepsi regular

- 1** **Cherchez**
- 2** **Tapez**
- 3** **GO**

Pour plus d'information, visitez : [Visa.com/contactless](https://www.visa.com/contactless)

#PayWithVisa
Pour les paiements dépassant un certain montant, il vous sera demandé d'entrer votre code PIN.
Toutes marques et logos sont la propriété de leurs propriétaires respectifs et sont utilisés uniquement pour des raisons d'identification. Termes et conditions applicables.

Tapez pour payer

Obtenez un **DESIGNER DRINK** en **CADEAU** à l'achat d'un Nando's 1/4 Chicken et de Festa Fries, quand vous **Tapez pour payer** avec votre carte Visa

Rs 279

- 1** **Cherchez**
- 2** **Tapez**
- 3** **GO**

Pour plus d'information, visitez : [Visa.com/contactless](https://www.visa.com/contactless)

#PayWithVisa
Pour les paiements dépassant un certain montant, il vous sera demandé d'entrer votre code PIN.
Toutes marques et logos sont la propriété de leurs propriétaires respectifs et sont utilisés uniquement pour des raisons d'identification. Termes et conditions applicables.

Tapez pour payer

avec votre carte Visa et obtenez un voucher de **Rs 50** en **CADEAU** pour chaque **Rs 1,000** ou plus de carburant acheté.

- 1** **Cherchez**
- 2** **Tapez**
- 3** **GO**

Pour plus d'information, visitez : [Visa.com/contactless](https://www.visa.com/contactless)

#PayWithVisa
Pour les paiements dépassant un certain montant, il vous sera demandé d'entrer votre code PIN.
Toutes marques et logos sont la propriété de leurs propriétaires respectifs et sont utilisés uniquement pour des raisons d'identification. Termes et conditions applicables.

How can we capture the contactless usage opportunity together?



Proposal for
Joint Promotion



Customer Education
Videos Customized
for You



Experiential
Activation Idea



Best Practices &
Resources

- Communication Best Practice
- Promotion Best Practice
- Ready-to-go communication assets

Proposal for Joint Promotion

To be customized
for every Issuer



Visa

Driving awareness and
first-trial in market

1. Customized educational video

2. Experiential activation &
education opportunity (innovative
first in market proposal)

3. Key merchant promotions
(Visa led across market)

4. Ready-to-go educational &
communication assets

Visa + Issuer

Promote existing
promotions and top-
up/exclusive promotion

Visa to source mid-long term
merchant offers (leverage for
acquisition and first
trial/activation)

Promote existing key merchant
promotions

Issuer

Cardholder education and
encouraging usage

Educate customer by integrating
contactless communications
across customer lifecycle

Visa to provide support in terms
of recommended
communication frameworks

Risk & Fraud Mitigations

Irene Auma
Director, Risk



Quick Poll

Based on a Visa study, what % of consumers say they would prefer to use contactless payments more than ever?

- 30%
- 45%
- 55%
- 65%

Put your answer in the chat panel

Quick Poll

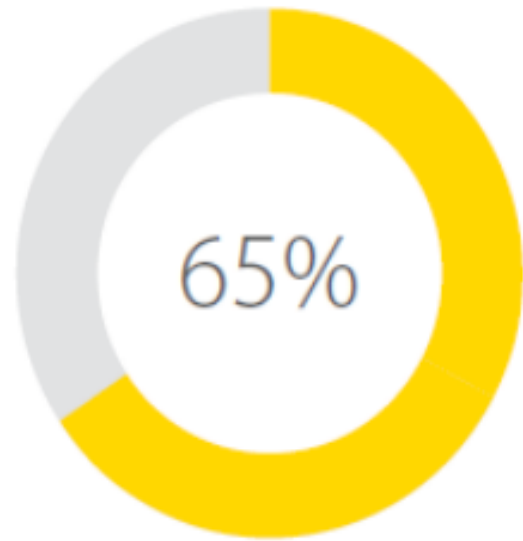
Only X% of consumers say they will revert to old methods of payment post-vaccine

- 6%
- 16%
- 26%
- 36%

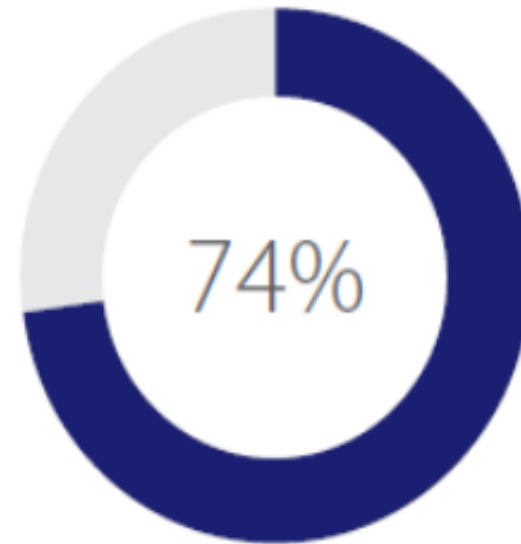
Put your answer in the chat panel

By the Numbers

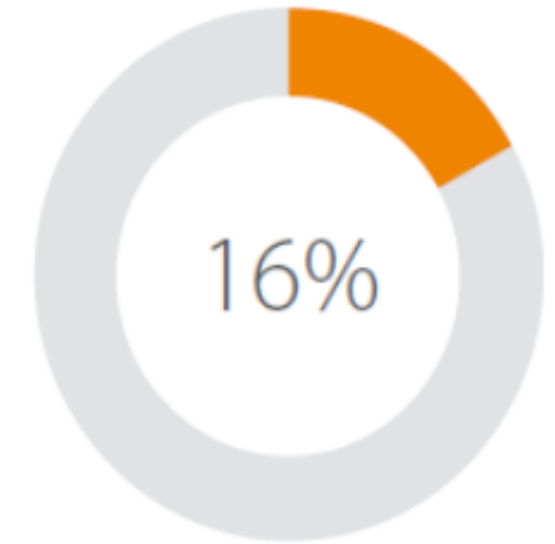
Digital Payments are here to stay



Nearly two thirds (65%) of consumers say that post vaccine, they would prefer to use contactless payments as much as, or even more than, they are currently



74% expect consumers to still prefer contactless payments once a vaccine is widely available

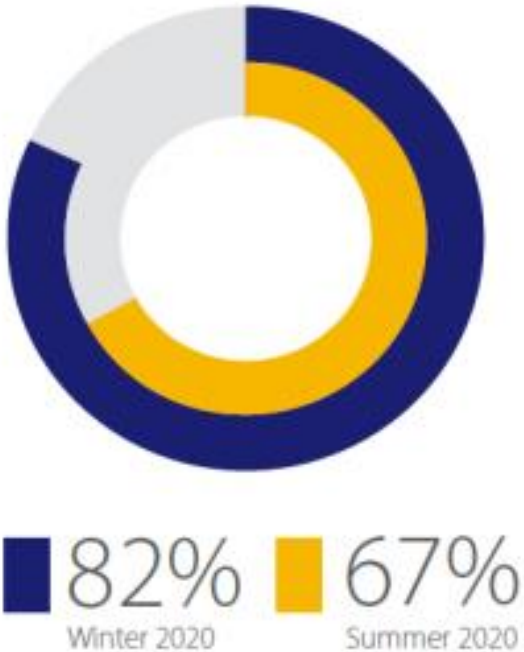


Only 16% of consumers say they would revert to their old methods of payments even after a vaccine is widely available

Source: Visa Back to Business Study, 2021 Outlook

The State of Play

Covid-19 accelerated the urgency for business model enhancement and digital payments



Globally, 82% of SMB owners have made updates to their operations to meet new demands (up from 67% in summer 2020)

Source: Visa Back to Business Study, 2021 Outlook



Contactless security

1/2

The financial industry uses advanced security technologies both on the contactless device as well as in the processing network and system to prevent fraud. While implementations differ among issuers, contactless cards use the following security measures, according to Secure Technology Alliance:



**Industry standard
encryption**

Contactless device specific secret
key, for unique transaction
identification



Dynamic data

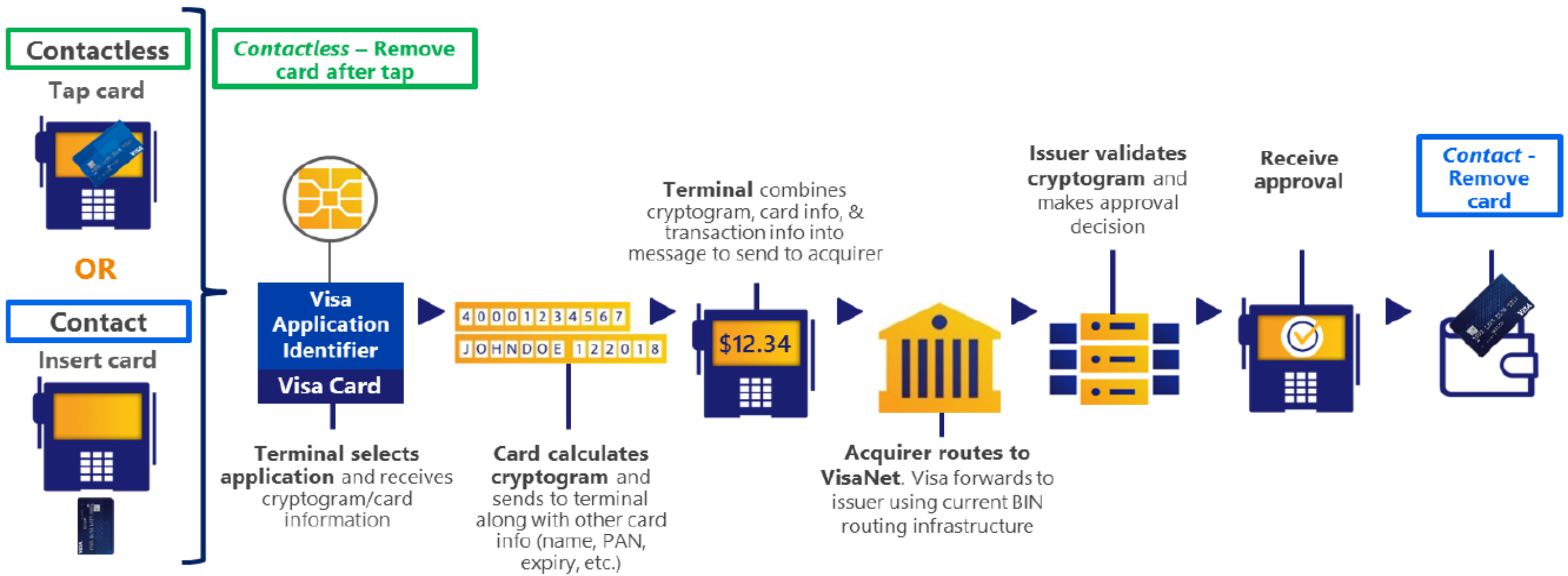
One-time-use, dynamic data per
transaction



Authentication

Device specific secret key, for
unique transaction identification

Standard Contact & Contactless EMV flow



Contactless chip processing is the same as contact chip except the terminal is done interacting with the card after tapping



Contactless "Skimming"

Data Elements Taken

Data Elements Not taken

16-digit PAN

Expiration date



CVV2

Name

Address

Skimming is difficult, and it is nearly impossible to use skimmed cardholder information for fraudulent purchases

According to the *Secure Technology Alliance*, cardholder information that is used during a contactless payment transaction is of little or no use in creating fraudulent payment transactions:



Any information from a contactless payment transaction that can be intercepted or stolen is **insufficient to create a fraudulent card or conduct a fraudulent payment transaction**



For fraudulent card-not-present transactions, almost all merchants require a CVV2 and/or a zip code, both of which are not available in a contactless payment transaction

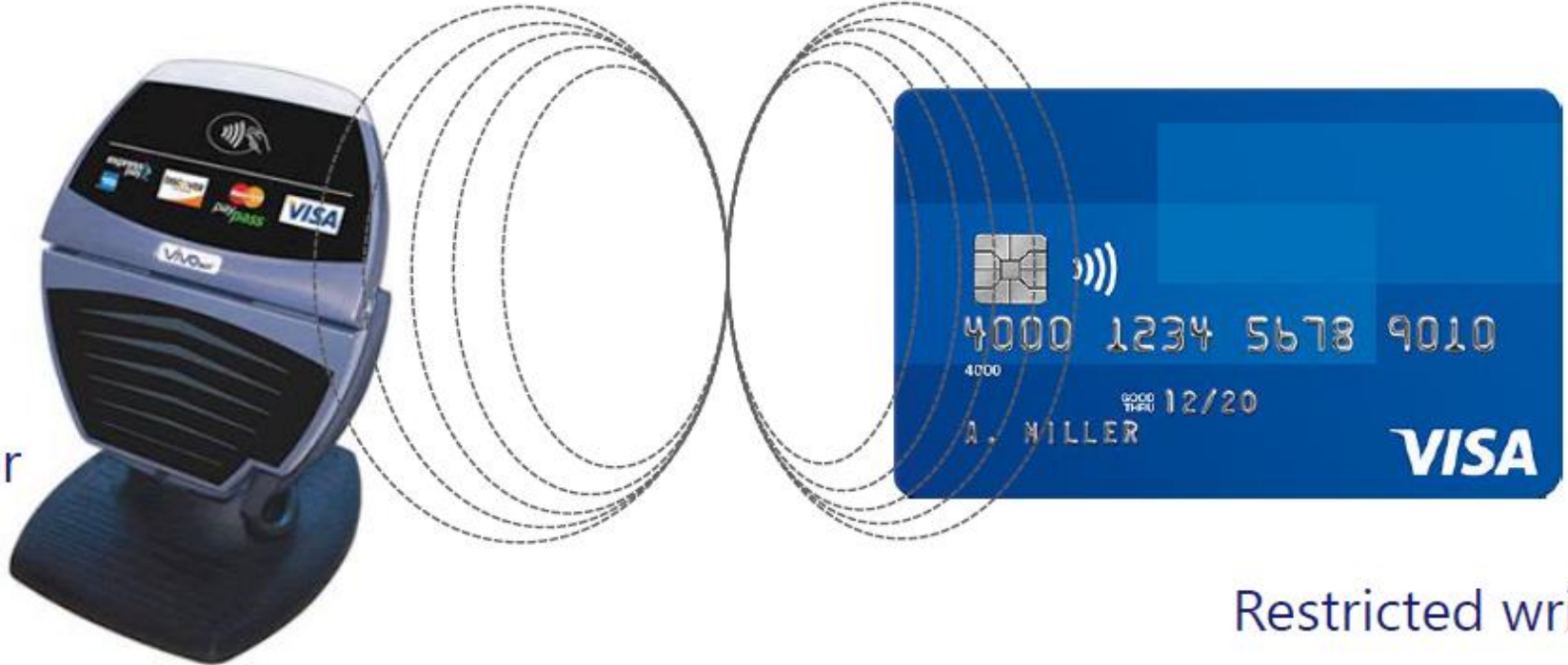


Fraudster must be **less than 4 cm away** from a contactless card to 'skim'

Contactless Payment Security

Ultra-short read range

Usage of strong cryptographic keys and techniques



A secure microprocessor

Restricted write capabilities

Systemic risk management procedures and fraud detection capabilities of the Visa Processing System

Country-Specific Requirements: Local laws and regulations supersede Visa's rules.

Contactless Adoption in CEMEA vs Fraud

Acquirer Secure Technologies - Overview

Data as of: July 2021

	EMV	Contactless	3DS	CNP Token
Overall Adoption Rate (txn %)	98.0%	86.7%	38.1%	16.9%
Overall Fraud Rate (\$ bps)	0.4	0.2	5.9	3.7

* Summary numbers represent last 3 months of the current year, of which the fraud rate period has yet to mature.

Secure vs Channel Fraud Rates

■ Channel Fraud Rate (bps) ■ Secure Fraud Rate (bps)

Select an icon for more information on secure technologies.

CP CNP

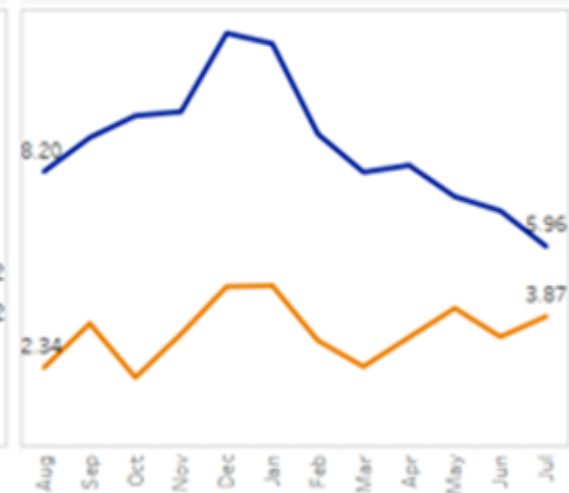
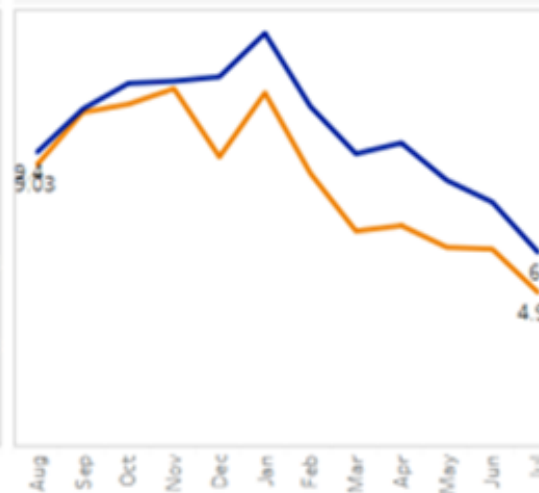
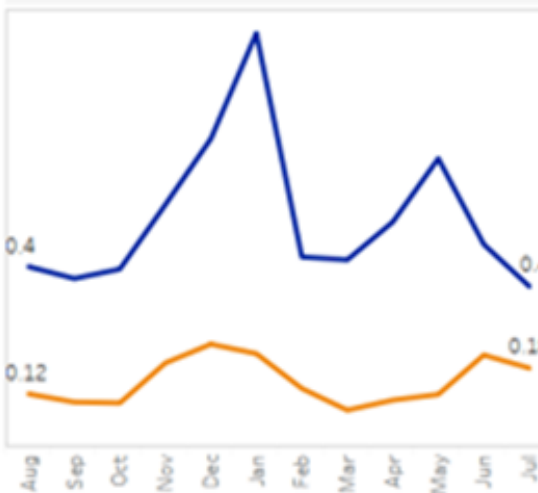
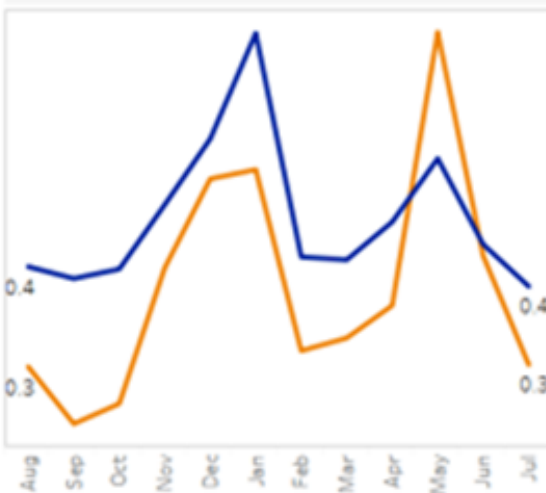


EMV Fraud Rate

Contactless Fraud Rate

3DS Fraud Rate

CNP Token Fraud Rate



Channel fraud rate from 3DS is ECI 5-9 only



Contactless Cards transactions-fraud disputes

The following table outlines the outcome of EMV liability shift-based chargebacks processed using Reason Code 62, Condition 2:

Terminal Capability	Card Capability	
	Magnetic Stripe and Contactless MSD / quick Visa Smart Debit / Credit (qVSDC)	Contact EMV and Contactless MSD / qVSDC
Magnetic Stripe and Contactless MSD	Chargeback invalid	Chargeback valid for counterfeit fraud but invalid for account-takeover fraud
Magnetic Stripe and Contactless qVSDC	Chargeback invalid	Chargeback valid for magnetic-stripe transactions but invalid for qVSDC transactions if full chip data was sent in the authorization request
Contact EMV and Contactless MSD	Chargeback invalid	Chargeback invalid
Contact EMV and Contactless qVSDC	Chargeback invalid	Chargeback invalid

¹ Chip-read transactions are contact chip and qVSDC contactless transactions, indicated in VisaNet Integrated Payment (V.I.P.) System, Field 22 (POS Entry Mode) with a value of 05 or 07 respectively.

² Full chip data includes an EMV cryptogram and the data elements used to create it.

NOTE: As a matter of policy our advice does not pre-empt the consideration or final ruling of an arbitration or compliance case. Each case is looked at on an individual basis, with many factors taken into consideration.



Questions and Answers



Wrap Up



MAURITIUS BANKERS
ASSOCIATION LIMITED

Thank you for joining us

VISA