

# Harness the Business Potential of Contactless Payments

## KEEP THE TICKET LINE MOVING

### A CONTACTLESS PAYMENT SOLUTION SUITS THE TRANSIT BUSINESS MODEL

Businesses best suited for contactless payment solutions typically have a sales environment that must move high numbers of customers purchasing low value items through the point-of-sale quickly and cost effectively. This makes the transit space ideally suited for a contactless payment solution.

- Your passengers need to quickly pay to get wherever they need to go.
- You need to optimize the ticketing process to speed passengers through and minimize operational costs to do so.



### DELIVERING EXCEPTIONAL TRANSIT INDUSTRY BENEFITS

Accepting contactless payments offer many benefits:

#### Optimized Payments

- No need to handle cash as passengers migrate to contactless cards
- Reduce costs by leveraging the existing payments infrastructure for transit payments
- Leverage EMV and chip security to reduce fraud liability
- Transit agencies can embrace new payment technologies such as mobile
- Supports a pay-with-points payment option

#### Enhanced Customer Experience

- Open the door to new customers attracted by innovation, convenience and enhanced customer service
- Make it easier for existing customers to travel, which may increase ridership and revenue
- Create a more convenient, seamless and rewarding travel experience for customers
  - No more waiting in line for tickets – or buying tickets in advance
  - No more searching for exact change
  - No more topping up a stored value card
  - No more need to understand foreign ticket machines, when traveling internationally

To identify if a card or a terminal has contactless functionality, look for the contactless symbol



**G 400**  
MILLISECONDS

is the speed at which a fare gate must open in the transit environment



American Express can help you shape your business' future through contactless payment technologies.

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