Digital Wallets:
Drive adoption, revenue and loyalty with a frictionless payment experience for your consumers.

Current Digital Wallet Landscape and Shifts Many Bankers Believe

Banking Customers Who Use Digital Wallets

Groups with notable higher usage:

Millennials (18-37 years)
Higher Net Worth ($1M+)
Urban Residents

Boomers (53-71 years)
Seniors (72+ years)

SPEED SECURITY

CONVENIENCE KNOWLEDGE

What Are the Top 5 Reasons for Digital Wallet Use?

1. Convenience
2. Security
3. Loyalty
4. Location
5. Rewards

What Are the Opportunities for Digital Wallets?

77% of digital wallet users would use their debit cards more often if more retailers offered mobile payments.

22% of non-users would begin using mobile debit cards if more retailers accepted them.

Mobile payments players are delivering more consumer-focused payments experiences that offer true value beyond the transaction itself.

What Are the Digital Wallet Options?

How Do Consumers Want to Use Their Digital Wallets?

What Do Consumers Store in Their Digital Wallets?

Credit Cards: 45%
Debit Cards: 41%
Gift Cards: 37%
Loyalty Cards: 30%
Coupons: 28%

Credit and Debit Solutions

Fiserv enables financial institutions with any account processor and mobile provider to compete against larger competitors and disruptors by delivering end-to-end debit, credit and fraud mitigation solutions with the seamless mobile and digital experiences that consumers increasingly demand.

Helping your consumers see what's possible.

Credit and Debit Solutions

A Digital Wallet is defined as a way to store credit card, debit card, stored value card, prepaid card or gift card information in a digital form on your mobile device. It can also be used to store digital currency or add prepaid dollars to an app.

2. Expectations & Experiences: Quarterly Consumer Trends Survey, Household Finances, October 2017
3. Driving the Future of Payments: 10 Mega Trends, Accenture Consulting, September 2017