Gearing up for Apple Pay

Tips for Apple Pay Strategy at your FI

If your FI is approved by Apple or is on the waiting list and getting closer, here are a few tips to make sure you get the most out of this partnership.

Ensure you have a process for security!

+ Security falls completely on the FI, in terms of fraud, so make sure you bring your whole team to the table. Do not short change this process.

Train your team.

+ Find an iPhone and take it around or do a web demo with every member of your front line staff/ They need to understand how it works so that they can comfortable discuss security fears and simple how to use information.

+ Launch with your employees first. Make sure all emplyees are aware that you (a) have your debit/credit card approved for use in Apply Pay and (b) how easy it is to set up and use.

Explian the process.

+ Apple Pay is in the media so much, most people at this point think they should kno what it is - but they do not. You can come alongside as a trusted advisor by helping understand what all the hype is about. (If you do not know what it is either, check out our blog 'What the heck is Apply Pay anyway')

+ Consider create your own FI branded Youtube video of the process. It can be quick and inexpensive and would be great to feature on your website and social media.

Find out who your local merchants in the area are, SHARE that list on your website and make it easy to find from your mobile ready site.

If you have any questions or we can help with any of the above, we'd love to hear from you at info@htmobileapps.com.

Email us at info@htmobileapps.com for pricing today! or Visit htmobileapps.com

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