



Case Study: Mobile Payments On The Go - mPOS

The taxi industry has been disrupted by the rise of ride-sharing companies, modern technologies and flexible experiences expected by taxi customers. In order to be competitive, taxi companies have faced a challenge of introducing new technologies for accepting payment for their services with optimum safety and convenience, such as mobile point of sale (mPOS) payments. In the revolutionized financial world, taxi vehicles have evolved from cash-only to both cash and cashless transaction points.

Pink Taxi, the largest taxi company in Serbia with over 1500 vehicles, identified the importance of providing a full-scale service in the transformed payment ecosystem and enabling seamless customer experience. With the intention of offering the comfort and security of card payments through a mobile point-of-sale to their customers, the company chose to implement mPOS solution from a diversified product portfolio of Payten, member of Asseco.

Smart mobile payments with mPOS

mPOS is a new generation of intelligent and interactive mobile POS solutions for accepting payment cards. This integrated mobile payment solution enables merchants to transform their smartphones or tablets into mPOS systems that fully support PIN based transactions, including the use of EMV chip cards. In this way, start-up costs are reduced and equipment requirements are minimized. The system also provides merchants with additional payment-acceptance-related services, such as a certain extent of application and slip customization, branding, inventory management and an online preview of transaction history.

mPOS BENEFITS

Implementation of mPOS in taxi payment systems yields numerous benefits to taxi companies and their customers, as well as merchants in general, which the taxi fleet of Pink Taxi has already started to experience after the deployment.

Convenience **in use**

mPOS solution is designed to bring ease and simplicity in payment for both participants in a transaction. What a taxi driver needs is a tablet, and a small device, mPOS, made by Spire Payments. A simple interface on the tablet requires only an entry of the taxi fare amount, after which the customer swipes/taps the card on the mPOS device and the payment is completed. An additional possibility allows customers to fill in their email address in order to receive an electronic receipt.

Secure **and quick transactions**

When using an mPOS device, payments are processed in real time and the transactions are encrypted. With the increased speed and not compromising security, taxi drivers can save time on counting change or waiting for card readers to do the processing, along with the minimized theft risk.

Easy **implementation**

The simplicity of mPOS use translates into the ease of its installation. The communication between an mPOS card reader and a tablet device is established through Bluetooth. Transaction background processes are the same as with a traditional one, the only difference being new participants: Merchant Server and Payment Gateway. Merchant Server is specialized for receipt management and transaction reporting. On the other hand, Payment Gateway, as its name says, routes the transactions and carries out the necessary encryption and decryption.

Additional **options**

Payment initiation is just a beginning. Android payment application implemented on a tablet device also enables detailed transaction review with a full set of different payment options, end-of-day functionality, and a remote update option.

ACHIEVING THE ULTIMATE GOAL: CUSTOMER SATISFACTION

Successful implementation of Payten's mPOS solution has enabled Pink Taxi to be the first and unique taxi company in Serbia offering this globally booming service on the local market. The solution has provided the company and its taxi drivers with the convenience of secure, easy, cashless payments on the go. Since all payments are directly transferred to a taxi driver's account, they are relieved from keeping track of receipts and wasting time on paperwork at the end of each day. In addition, daily taxi routes are much safer, as taxi drivers don't need to carry cash and worry about theft.

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“With this project, we have gained numerous benefits both for our employees and our customers. The solution we implemented together with Payten makes it simple for Pink Taxi customers to pay for longer, more expensive drives without worrying about how much cash they need to have on hand or where the nearest ATM is.

Our decision to go in this direction has already proved fruitful. After two months of full production, the number of transactions grew by 39% comparing the first and the second month, and we all expect it will continue to rise,” said Novica Radosavljević, Pink Taxi Dispatch Manager.