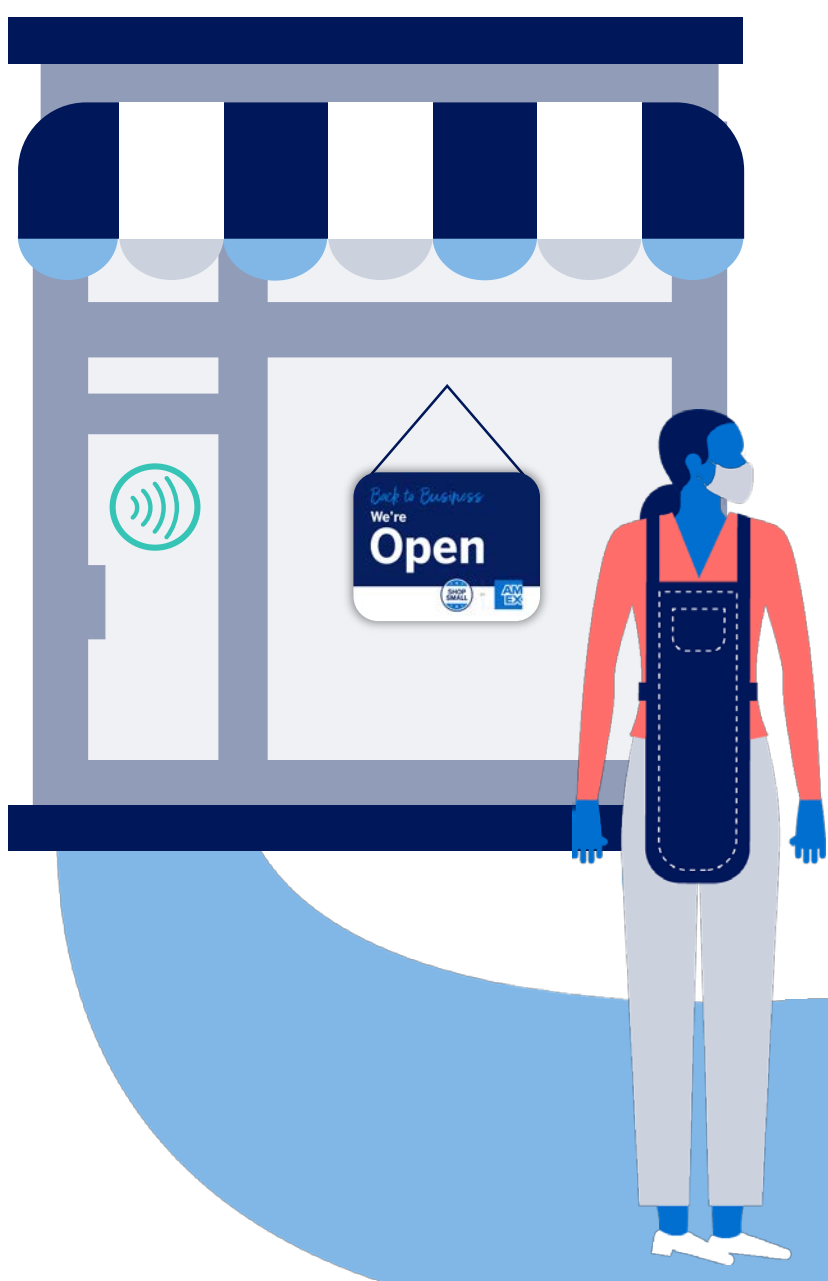


# WELCOME CUSTOMERS BACK WITH FRICTIONLESS EXPERIENCES

Ways you can help improve your customers' experiences to keep them coming back.

## Create a Safe and Welcoming Environment

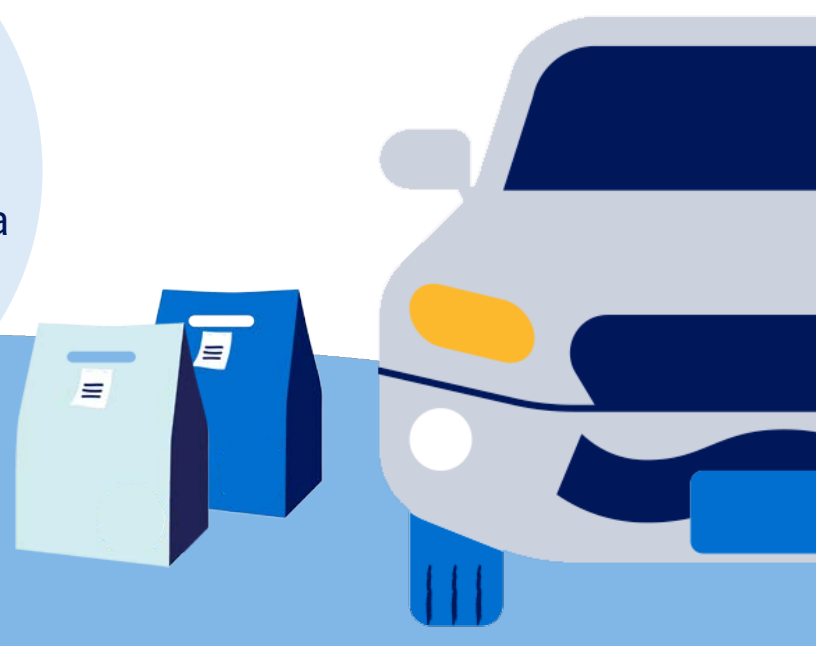
Put safety first. Show your customers you care by implementing welcoming practices that value your customers' health and safety.



**81%** of consumers surveyed said they would feel more comfortable if businesses regularly sanitized high-touch surfaces.<sup>1</sup>

**69%** of consumers surveyed said stepping into a business in which employees are wearing masks would make them feel more at ease.<sup>2</sup>

**64%** of consumers surveyed expect more brands to offer curbside pickup as a result of COVID-19.<sup>3</sup>



### DID YOU KNOW?

U.S. click-and-collect eCommerce sales are projected to leap **60.4%** in 2020 to **\$58.52 billion** <sup>4</sup>

## Make "No-Touch" Payments Part of Checkout

Show customers you value their time and money by reducing contact and increasing payment options at checkout.

**50%**

of consumers surveyed agree that using contactless is safer for personal health than using cash or inserting or swiping a card.<sup>5</sup>

**42%**

of consumers surveyed said their preferred merchants are allowing them to pay without touching card readers.<sup>6</sup>



American Express and most major credit card networks do not require signature at checkout

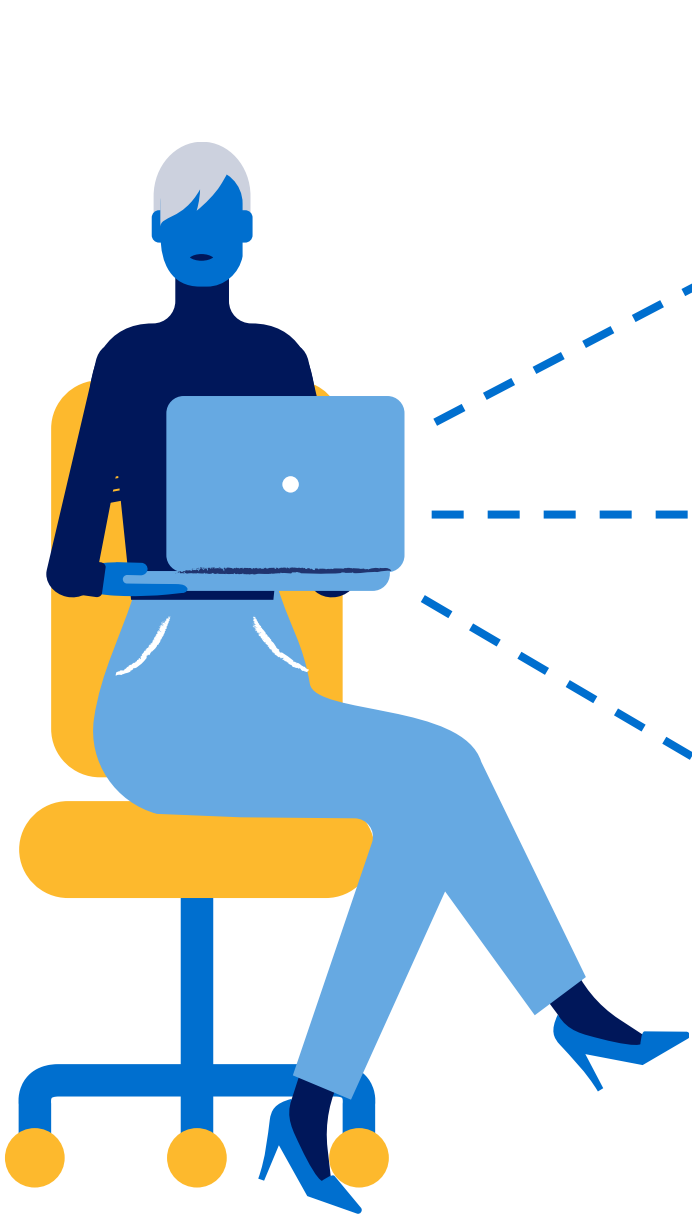
*You will NOT be held liable for not having a signature on American Express Fraud transactions*

### DID YOU KNOW?

**70%** of consumers surveyed said being surcharged makes them feel like the merchant does not appreciate their business, while **72%** said it leaves a bad impression on their entire experience with the business.<sup>7</sup>

## Provide a Strong eCommerce Presence

Customers are flocking to digital channels. Like in-store shopping, they want seamless, personalized and secure experiences and expect merchants to provide them.



**76%**

of consumers surveyed prefer to shop online right now to avoid germs in stores.<sup>8</sup>

**65%**

of consumers who have shifted from brick-and-mortar shopping to eCommerce will continue shopping more online after the pandemic ends.<sup>9</sup>

**Over 65%**

of online shoppers are browsing or buying from their mobile devices.<sup>10</sup>

### DID YOU KNOW?

U.S. eCommerce sales are projected to surge **18%** to **\$709.78 billion** in 2020.<sup>11</sup>

Improve your customer experience *now*  
To be ready for whatever comes *next*

For more trends and insights

Visit the Merchant Insights Hub

#### SOURCES:

<sup>1,2</sup> Sarah Shevenock, Alyssa Meyers & Alex Silverman "Which COVID-19 Safety Policies Will Comfort Consumers?" Morning Consult. May 14, 2020. <https://www.shipstation.com/blog/the-latest-research-on-covid-19-and-its-effect-on-e-commerce/>. Survey of U.S. consumers who shop online.

<sup>3,8</sup> Ecommerce Beyond COVID-19 Research Guide. ShipStation. May 19, 2020. <https://www.shipstation.com/blog/the-latest-research-on-covid-19-and-its-effect-on-e-commerce/>. Survey of U.S. consumers who shop online.

<sup>4,11</sup> eMarketer, Inc. US Ecommerce 2020: Coronavirus Boosts Ecommerce Forecast and Will Accelerate Channel-Shift by Andrew Lipsman and Cindy Liu. June 2020.

<sup>5</sup> The 2020 American Express Digital Payments Survey. Survey of U.S. adults conducted from April 6-8, 2020.

<sup>6</sup> The Great Reopening: Doubling Down on Digital. PYMNTS.com. June 2020. Survey of U.S. adults conducted from May 23-25, 2020.

<sup>7</sup> "Surcharging: Bad for Customers, Bad for Business" Morning Consult. June 17, 2020. Survey of U.S. adults commissioned by American Express.

<sup>9</sup> The Great Reopening: The Road to a Digital Normal. PYMNTS.com. May 2020. Survey of U.S. adults conducted from April 27-29, 2020.

<sup>10</sup> "Text Appeal: SMS Helps Retailers Connect During Pandemic" PYMNTS.com. May 11, 2020. <https://www.pymnts.com/news/retail/2020/text-appeal-sms-helps-retailers-connect-during-pandemic/>