



Consumers would be open to new pay-at-pump experiences

The majority of consumers would be open to new experiences when they pay at the pump, according to a recent report from Transaction Network Services.

The report titled "The Market Opportunity for Secure Commerce at the Pump" explores the findings of a survey TNS commissioned among U.S., U.K. and Australian adults. The study polled consumers about usage of pay-at-the-pump facilities and willingness to engage with new technologies and services at the fuel dispenser as a feature to enable them, for example, to order food items or watch advertisements to gain discounts.

Some of the most relevant findings of the study were that globally 61% of respondents prefer to pay at the pump instead of the cashier, while 61% of 25-to-34 year-olds are interested in buying other items at the pump; 73% of respondents globally would be interested in being given a discount on their fuel price if they watch an advertisement at the pump. In the U.S., 67% of men between 25-to-44 years old would like to order and pay for prepared food at the pump, while 62% of Australians between 25-to-34 years old would like to receive prepared food like pizza, burgers and coffee delivered to their vehicle while they are filling it up. 76% of UK respondents were keen to make in-store purchases, which gave them instant discounts on fuel.

"Pay-at-the-pump facilities are rolling out across the U.K. and Australia at an increasing pace," said Bill Versen, TNS chief product officer, in the release. "Combine this with the significant EMV terminal upgrade in the U.S. and we find ourselves looking at a buoyant market filled with potential. As a result, we expect to see many exciting new technologies brought to market and we look forward to collaborating with these new players to ensure that the payments elements of commerce at the pump remain secure."