Tips for Safe and Worry-Free Shopping
Clean and easy ways to keep your customers coming back

AMERICAN EXPRESS

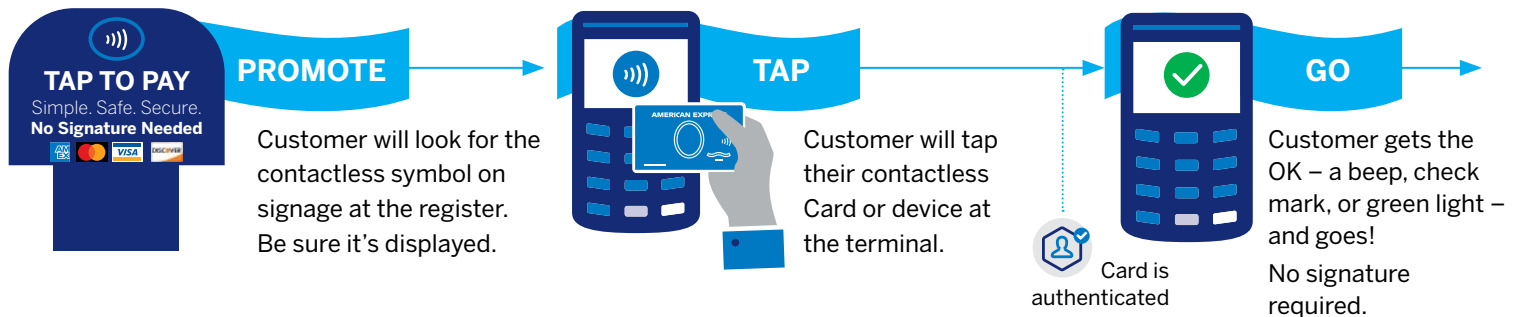**DON'T** *do business* **WITHOUT IT**™

80%
of merchants agree that using contactless payments keeps the checkout area cleaner and safer for employees and customers.*

Touchless Payment Options

Contactless payments An easy sell for you — and for customers shopping in store.

TAP TO PAY
Simple. Safe. Secure.
No Signature Needed

PROMOTE
Customer will look for the contactless symbol on signage at the register. Be sure it's displayed.

TAP
Customer will tap their contactless Card or device at the terminal.

Card is authenticated

GO
Customer gets the OK – a beep, check mark, or green light – and goes!
No signature required.

- To order signage, visit **americanexpress.com/signage**.
- See if you're contactless enabled. **Download** questions to ask your terminal provider.
- To learn more about contactless payments, visit **americanexpress.com/contactless**.
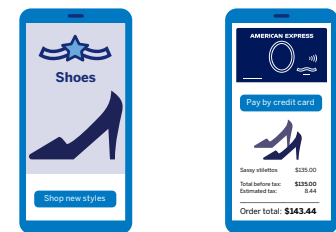
DID YOU KNOW?
American Express and most credit card networks don't require signature at checkout.

QR Codes Your customers can shop and pay with their mobile device.

SCAN

-10%

SHOP

Classy
Patent leather shoe with heel.
PRICE $135.00
SELECT SIZE:
6 | 7 | 8 | 9 | 10 | 10.5
Add to bag

PAY

AMERICAN EXPRESS
Pay by credit card
Items:
Classy shoes $135.00
Total before tax: $135.00
Estimated tax: 8.44
Order total: **$143.44**

- To learn more about how QR Codes work, visit **americanexpress.com/qrcode**.

In-app purchases Encourage app use for safe and touchless payments.

Shoes
Shop new styles

AMERICAN EXPRESS
Pay by credit card
Sassy stilettos $135.00
Total before tax: $135.00
Estimated tax: 8.44
Order total: **$143.44**

- To learn more about using in-app payments, talk to your processor, acquirer or point-of-sale provider.

Additional Tips for Cleaner Shopping

More easy ways to keep your customers safe

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DON'T *do business* WITHOUT IT™

41%

of merchants adopted or plan to adopt a new e-commerce website solution, including options for curbside pickup, in-store pickup and delivery.* See graphic on right.

🚗 Curbside pickup	**27%**
🛍 In-Store pickup	**25%**
☑🚚 Delivery	**23%**
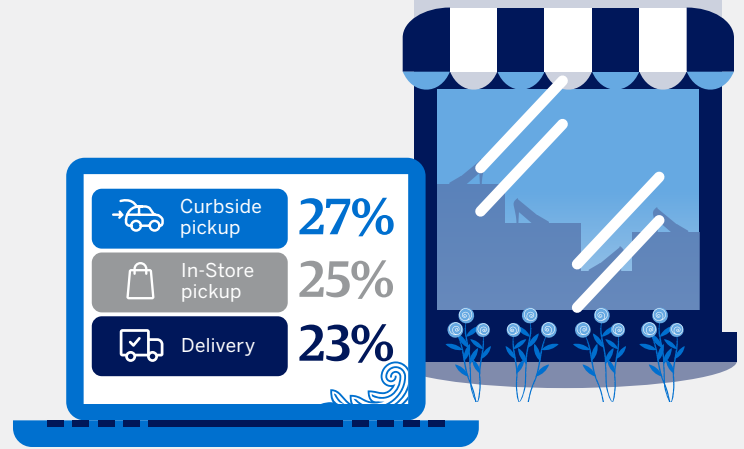
Use QR Codes to promote your store

ON ADS & PRODUCT PACKAGING
to allow customers to see product offers and discounts and shop right from their mobile device.

Shoes
$$$
-10%
7.5

ON YOUR WEBSITE & SOCIAL MEDIA
to drive online traffic.

Shoes

Boost app usage Encourage app downloads and usage for touchless browsing and shopping.

Shoes
Make your shoe dreams come true.
Shop new styles

Find your sole match.
FILTER:
■ Color
■ Price
■ Size
■ Heel height
Search shoes

Loyalty programs Keep your customers coming back with special offers and other perks.

SCAN → SHOP

Shoes

Shoes
$$
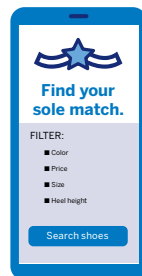
Shoes
CUSTOMER APPRECIATION SPECIAL:
GET 20% OFF your next order.
Shop now