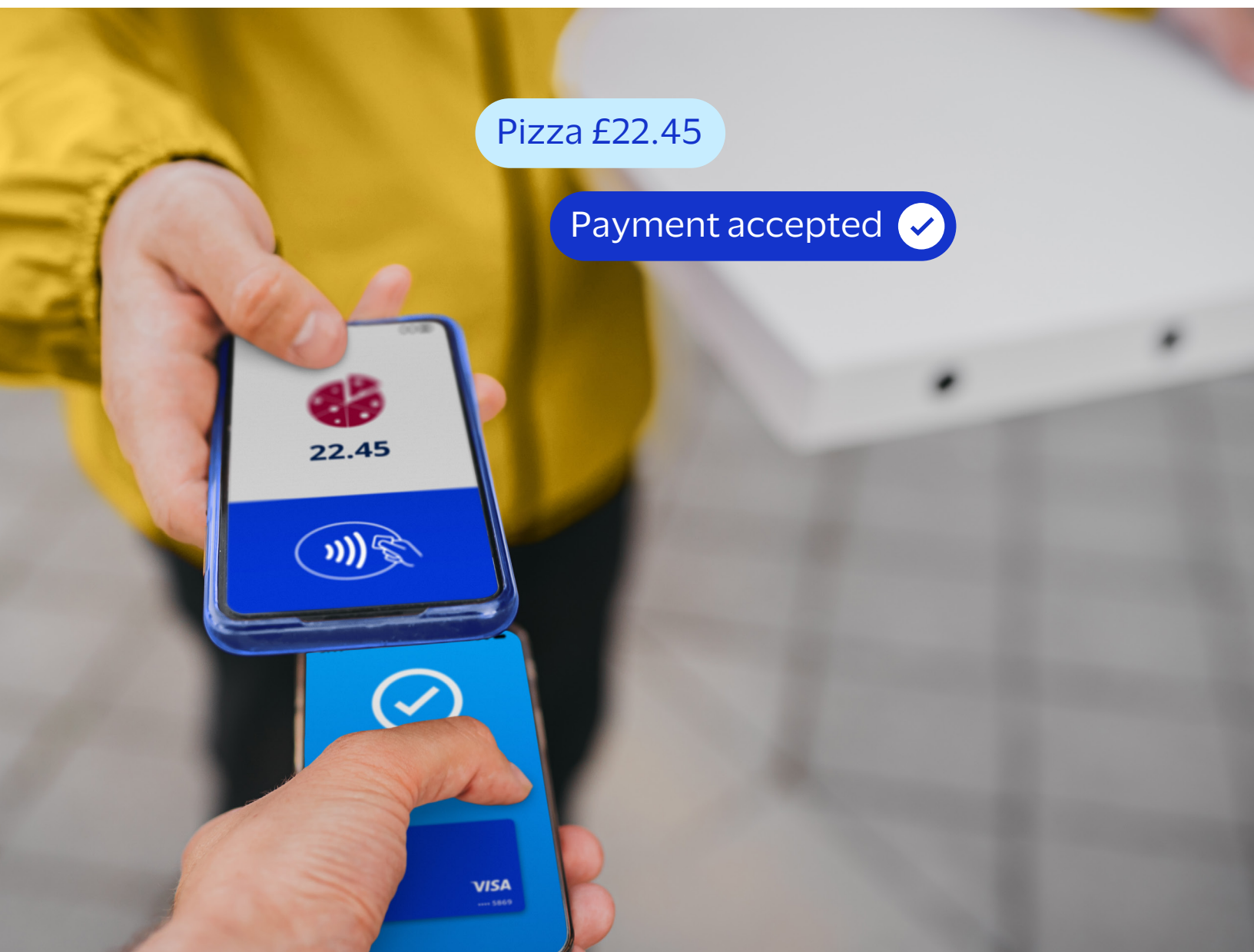


Visa and Stripe: Driving Lopay's Tap to Pay innovation





Lopay helps their users increase sales with Tap to Pay

Lopay, a UK-based payment platform, set out to improve the point-of-sale (POS) experience for its sole proprietors and small businesses.

The idea was inspired by the launch of Stripe Terminal. “Terminal changed a lot,” said Co-Founder and Chief Technology Officer Ollie Mahoney.

“Lopay could build a point of sale that really focused on the user experience, and Stripe Terminal meant that we didn’t need to worry about the complexities of face-to-face payments ourselves.*”



From the outset, the Lopay team counted on Stripe’s reliable and scalable infrastructure. Because many of the businesses on Lopay’s platform were mobile-first, it wanted to offer a payment-processing option that relied on a smartphone, without an additional piece of hardware, to cut down on the number of devices businesses had to remember to charge and bring with them.

Dedicated to client growth, Lopay wanted to ensure that businesses never miss an opportunity to get paid.

However...

...as Lopay grew, they identified an opportunity to further streamline payment processing.

At that point, the veterinarians and coffee shop owners who used Lopay relied on Bluetooth for payment acceptance. They needed a payment acceptance method that was fast and easy to adopt—and it had to be secure, so businesses and their customers could be confident in the integrity of their payments. In addition, Lopay needed a solution that would support its dedication to delivering fast payouts.



Levelling up with Tap to Pay

Lopay looked to Stripe's integration of Tap to Pay as the next evolution in its offering. Tap to Pay allows users to accept all types of in-person, contactless payments right on a compatible smartphone—from physical debit and credit cards to Apple Pay and other digital wallets—with no extra hardware needed.

Payment protected

Transfer complete ✓

Tap to Pay works seamlessly with Stripe Terminal and the full Stripe platform.

Built into the Stripe Terminal SDK, Tap to Pay requires just a few steps for integration—enabling Lopay to go live with Tap to Pay within a week of its availability.

Lopay's businesses can start accepting payments in a matter of minutes, with no additional setup or reader logistics.

Visa's payment security standards ensured every transaction was protected, making Tap to Pay a powerful addition to Lopay's offerings.

“
That just feels
like the future
of how small
businesses
should operate.*
”



Mobile businesses, enhanced

With the addition of Stripe Issuing, Lopay was able to make it even easier for businesses that want to run their entire operation from their smartphone. Like all payments received through Lopay, those received via Tap to Pay are immediately available as balances on the Lopay Visa card. In addition to supporting businesses' cash flow management, this arrangement makes it even simpler for Lopay businesses to offset processing fees with the rewards points they earn every time they use their card.

For example, a taxi driver can add the Lopay Visa card in their Apple Wallet. Then can accept payment via Tap to Pay and instantly use those earnings to refuel, paying with Apple Wallet.



There's no need for any sort of hardware, there's no delay in getting your earnings, and it's all happening directly from your smartphone.*



A resounding success

We've seen two major benefits:

1

Accelerated
adoption

Sales
uplift

2





1

Accelerated adoption

Before Lopay rolled out Tap to Pay, businesses had to order and receive hardware before they could accept face-to-face payments.

Now, once they've completed the Lopay's app, enabled by Stripe Connect, they can immediately accept in-person, contactless payments on their smartphone.

That capability has driven unexpected growth in Lopay businesses' use of Tap to Pay. Though the company initially expected 10% to 20% of businesses to adopt Tap to Pay, it found that 50% were doing so within a week of onboarding.

It's far more than we expected—and we think that's happening because it's so easy to use—it's baked into our user experience.*

2

Sales uplift

The average Tap to Pay transaction on Lopay is just as valuable as payments made through other methods.

In fact, 1 in 5 payments to mobile businesses—like taxi drivers and travelling beauticians—are now made with Tap to Pay.

Across the board, Tap to Pay has driven sales growth for both Lopay and its business users. "If our customers can accept more payments and do more business, then they win and we win as well," Mahoney said.

It just shows that people are using Tap to Pay as part of their day-to-day payment acceptance.*

Tap to Pay isn't just increasing the number of sales that go through Lopay—it's becoming a primary way to accept payments.

Contact Visa to learn more about Tap to Pay.

* Ollie Mahoney, Co-founder and CTO