



National Transport Authority

Cashless Payments - Market Research

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KPMG Future Analytics

Document review and approval

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Table of Contents

1	Introduction	1
2	Market Trends	2
2.1.1	European Central Bank (ECB) Data	2
2.1.2	Central Bank of Ireland (CBI) Data	3
2.1.3	Summary	4
3	NTA and SPSVs	5
3.1.1	Driver Perspective	6
3.1.2	Passenger Perspective	11
3.1.4	Summary	13
4	Cashless Payment Options in Ireland	14
4.1	Market Offerings	14
4.1.1	Bank of Ireland Payment Acceptance (BOIPA)	15
4.1.2	Clover by AIBMS	16
4.1.3	eComm	17
4.1.4	Elavon Mobile Merchant	18
4.1.5	Square	19
4.1.6	Sum Up	20
4.2	Vendor Matrix	21

National Transport Authority
Cashless Payments - Market Research
KPMG Future Analytics

1 Introduction

KPMG Future Analytics have been commissioned by the National Transport Authority (NTA) to undertake review of Cashless payment technology offerings in the Irish Market and how it is impacting on transaction trends. The assessment focuses particularly on taxis and their acceptance and integration of this technology, leading payments systems currently available in the Irish market and a review of comparable features offered.

As highlighted by Gartner¹ the cashless payment experience is more critical now than ever, as consumers consciously choose where to shop based on how they can pay. The payment sector was undergoing an evolution prior to the Covid-19 pandemic, and the sector's development post-pandemic is likely to see these trends accelerated.

Although some aspects of cashless payment processing are commonly facilitated by mature and established technologies, the different vendors in the market still differ greatly in their service offerings for the full payment value chain, their geographic coverage, and levels of support for alternative payment methods, etc.

This review sets out the current cashless payment market adoption in Ireland and provides a summary of driver and passenger perspectives. It then lists a selection of leading vendors operating in the market with a comparison of their various listed features, charges, and coverage. It concludes with a feature-matrix of these in summary to allow for ease-of-comparison (at time of writing).

¹ Market Guide for Digital Commerce Payment Vendors

2 Market Trends

The identification of trends in payment method allows for a greater understanding of momentum within the market around the adoption of cashless transaction technology. By considering analysis undertaken by the European Central Bank (ECB) and the Central Bank of Ireland (CBI), this section provides a baseline of how the market has changed around consumer attitudes and payment forms.

Over the last decade card and other cashless transactions have become much more prominent as a form of payment across a wide variety of sectors, and the Covid-19 pandemic has played a recent and significant role in customer preference when it comes to payment options.

2.1.1 European Central Bank (ECB) Data

The SPACE² study undertaken by the ECB in 2019 (**Noting that this is PRE-COVID**) assesses the payment attitudes of consumers across the Euro Area. The results for Ireland have been set out in Figure 2.1, where we can see that 45% of survey respondents had a preference for “card or other cashless payment” options pre Covid-19.

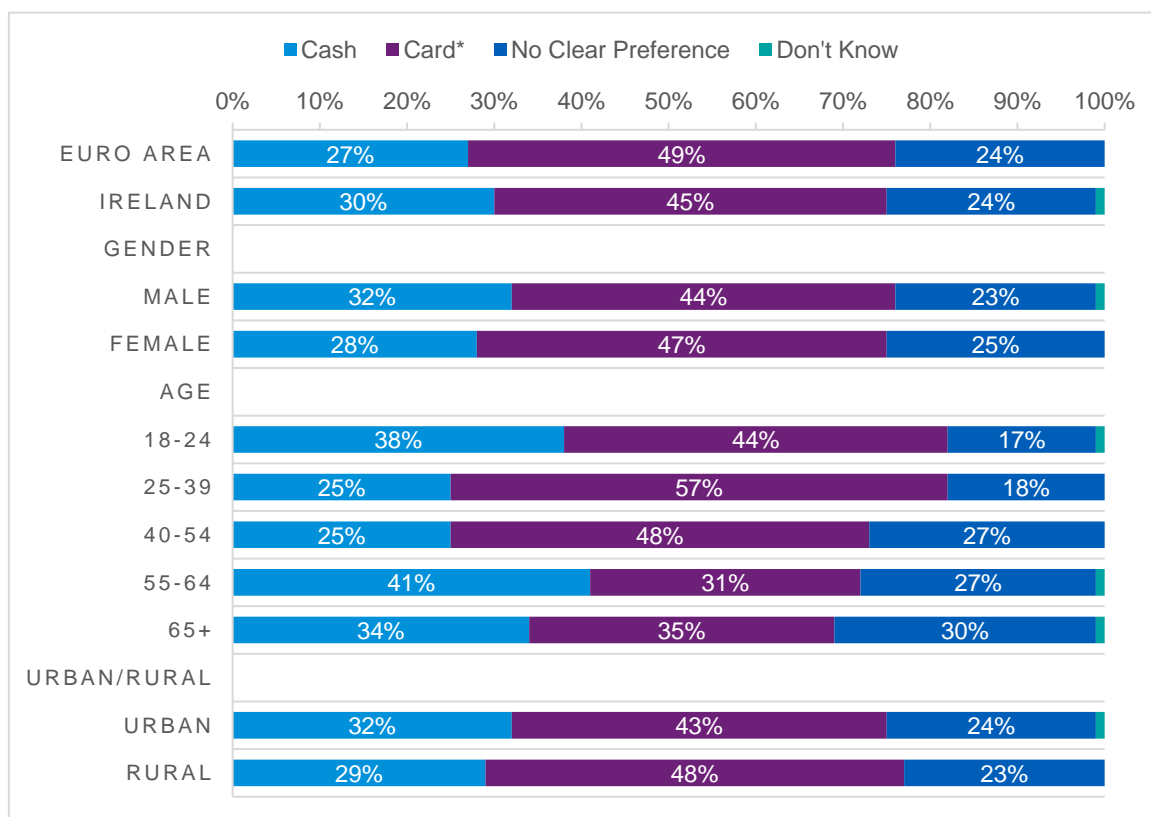


Figure 2.1: SPACE survey results for Ireland, ECB 2019

² https://www.ecb.europa.eu/stats/ecb_surveys/space/html/index.en.html

* Card or other cashless payment

National Transport Authority

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KPMG Future Analytics

Furthermore, we can see from Figure 2.1 that the preference in Ireland for card payment was slightly below that of the Euro area as a whole at the time, but not by a large margin (-4% below). We can also see that the older generation (aged 55+) had a lower preference for card payments, whereas those aged 25-54 had the highest preference for this type of payment; with 57% of those aged 25-39 specifically preferring cashless payments.

2.1.2 Central Bank of Ireland (CBI) Data

The CBI Payment Statistics – 2020³ (published September 2021) stated that card payments were the most popular of the “non-cash” payment instruments in 2020, where they accounted for 64% of total non-cash payments. We can see from Figure 2.2 card payments have been the most prominent type of non-cash payment in Ireland since 2016 (combining both Card and e-money payment from 2018).

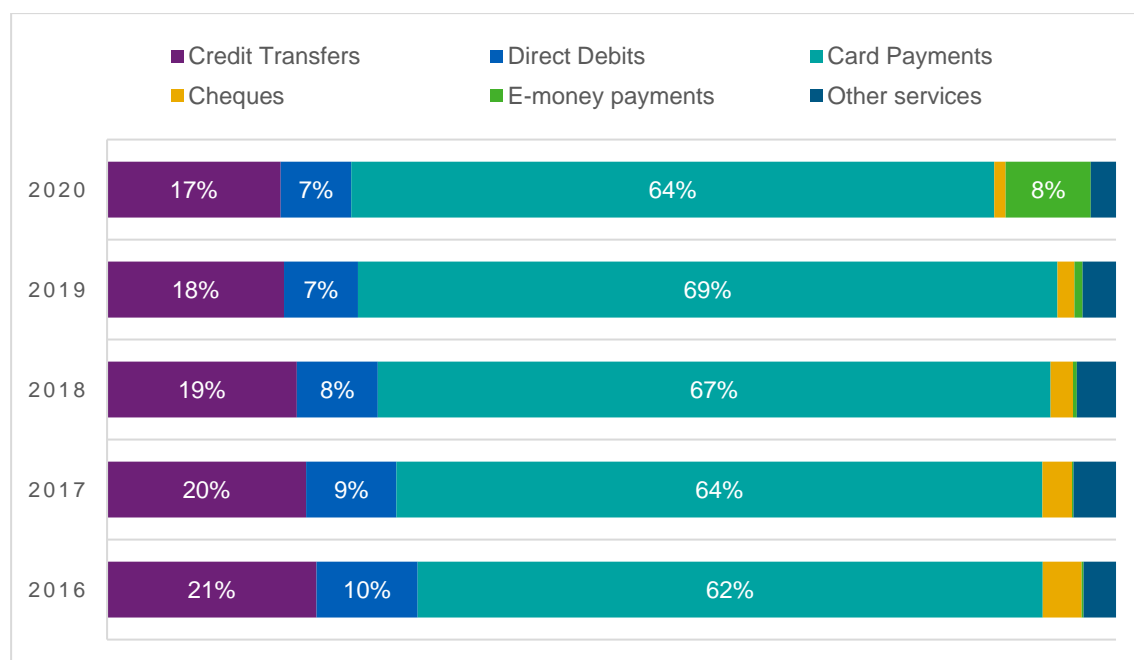


Figure 2.2: Payment Statistics - 2020, CBI September 2021

The CBI reported that 42% of the transaction value on card payments in 2020 was “initiated remotely” (online purchases), meaning the remaining 58% was an “in person” transaction.

More recently the CBI released the “Credit and Debit Card Statistics for September 2021”⁴ report (released October 2021) which details card payment expenditure across a multitude of sectors. This report also delves into detail on Point-of-Sale (PoS) transactions as well as card type (Credit/Debit).

³ <https://www.centralbank.ie/statistics/data-and-analysis/payments-services-statistics>
⁴ <https://www.centralbank.ie/statistics/data-and-analysis/credit-and-debit-card-statistics>

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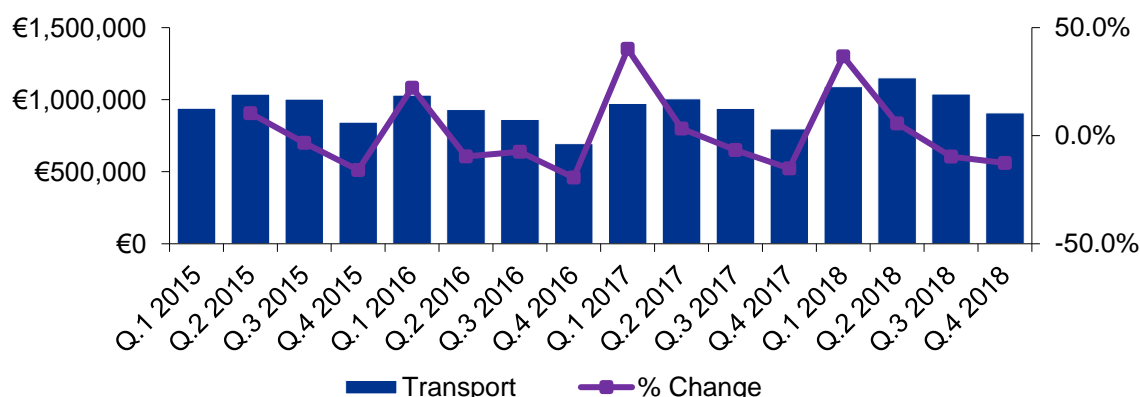


Figure 2.3.1: Point-of-Sale (PoS) card expenditure by sector, CBI December 2021

We can see from Figure 2.3.1 & 2.3.2 that card expenditure on transport has been increasing over time and noticeably since the easing of Covid Restrictions earlier in the year.

We can also see the dramatic difference in transport expenditure between September 2020, where full restrictions were in place, and December 2021.

The CBI reports that this is a 207% increase in expenditure over the same time last year and that there was a 10% increase in expenditure on transport between August and September 2021.

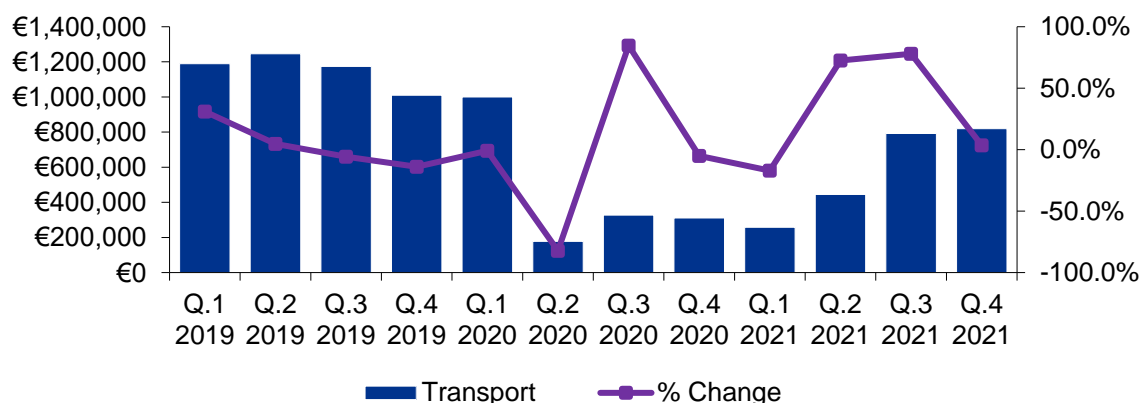


Figure 2.4.2: Point-of-Sale (PoS) card expenditure by sector, CBI December 2021

2.1.3 Summary

Observable trends in the market point to both increasing customer preference and expenditure towards cashless payments as a whole, and particularly in the transport sector.

3 NTA and SPSVs

The NTA regulates the provision of SPSV (small public service vehicle) services by taxis, hackneys and limousines in Ireland. These licences are distributed nationwide. Figure 3.1, based on March 2022 vehicle licence data for all categories, highlights the distribution of licenced vehicles throughout Ireland.

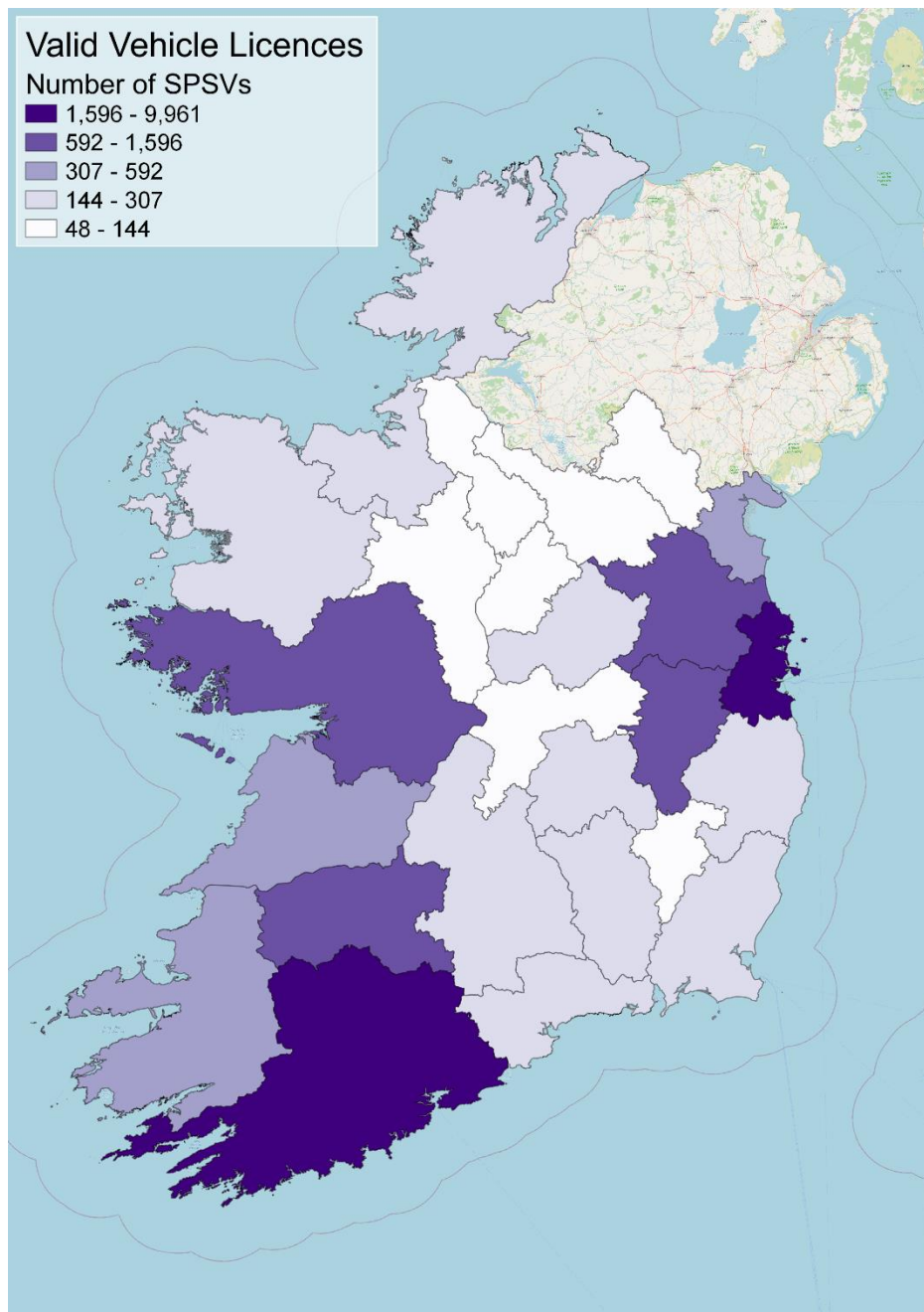


Figure 3.1: Valid SPSVs by County, NTA March 2022

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Throughout the course of the Covid-19 pandemic the NTA ran an iterative study which looked at the impacts the pandemic has had on taxi drivers and customers. This study sought to understand the immediate impacts that Covid-19 was having on the industry and the potential future and longer-term impacts arising, while also incorporating questions on driver and customer views of cashless payments.

The findings presented in this report are reflective of the latest iterations of the study (October 2021 and February 2022 specifically) and will focus mainly on the cashless payments results presented. Additionally, further information derived from the February 2022 survey are presented in Annex 1

3.1.1 Driver Perspective

Over the last few years there has been a substantial increase in the proportion of drivers offering cashless payment options. As we can see from Figure 3.2 the most recent results indicate that over to 90% of drivers are offering this payment option. This is reflective of the wider consumer trend of card and cashless payment becoming the preferred payment option (as indicated in chapter 2).

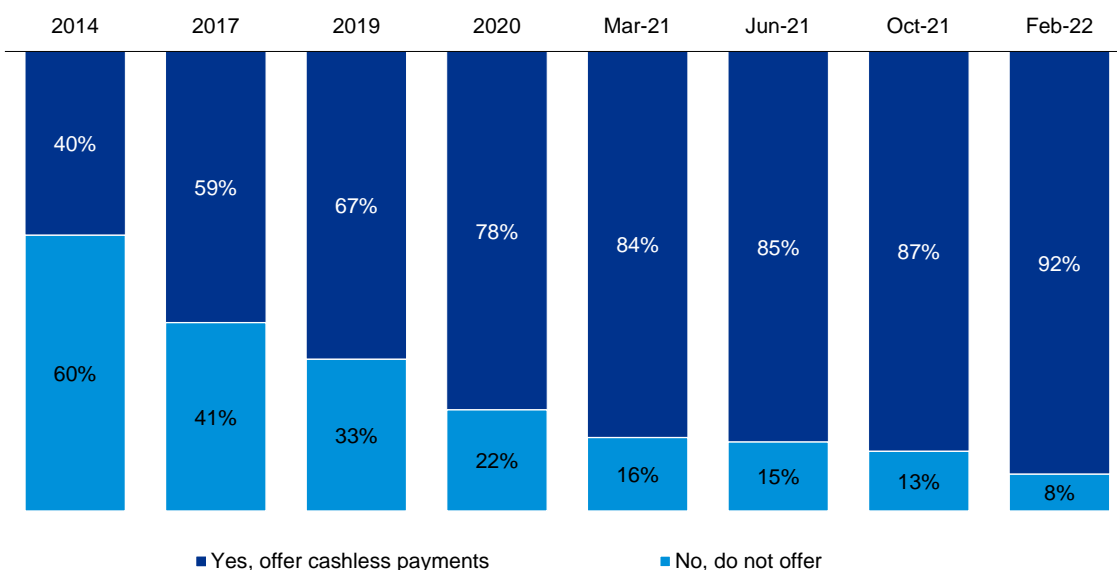


Figure 3.2: Proportion of Drivers offering Cashless payment options, NTA Feb 2022

As with other sectors and services there are a variety of cashless payment methods for PoS⁵ transactions, the most ubiquitous of these being card terminals allowing contactless card or digital wallet NFC⁶ payment (“tapping” the card to the reader). This type of payment option is available to taxis through a mobile card terminal, and through smartphone apps.

⁵ PoS Point-of-Sale

⁶ NFC Near Field Communication Is a method of wireless money transfer or ‘eWallet’

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Figure 3.3 outlines the current offerings available in taxis, as of February 2022. As we can see there has been an increase across all options between each iteration of the study, with card terminal being the most prominent throughout.

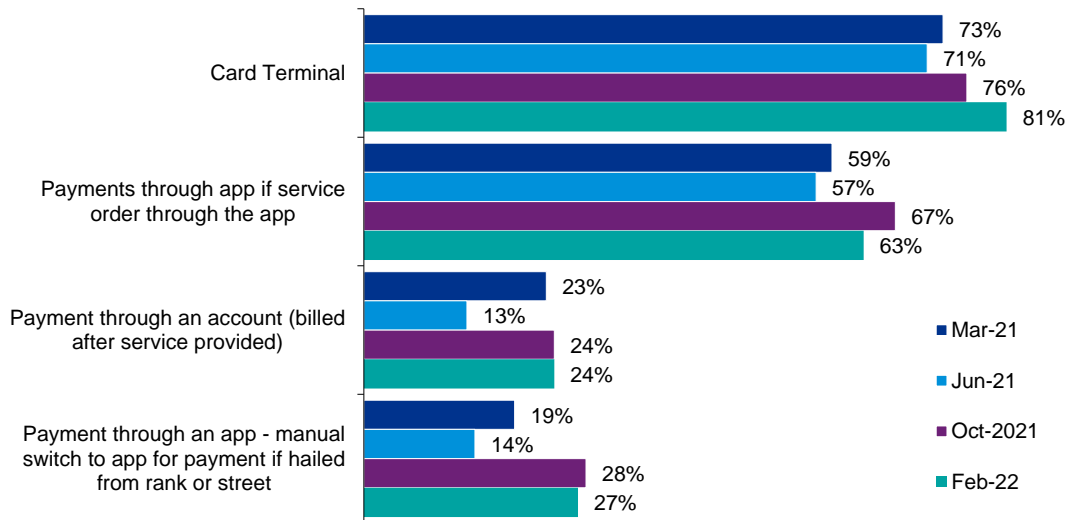


Figure 3.3: Cashless payment offerings, NTA February 2022

The high-level outcomes of the study show that there is generally a very high proportion of drivers offering cashless options. However, there is still substantial variation when analysing the study through demographic (age) and geographic lenses. While the overall provision of cashless payment options is 87% there is a distinct difference in that offering based on the age of the driver. Figure 3.4 illustrates this point, where it can be seen that cashless options are offered by 93% of drivers aged up to 50, with this figure falling to 75% in the 65+ age group.

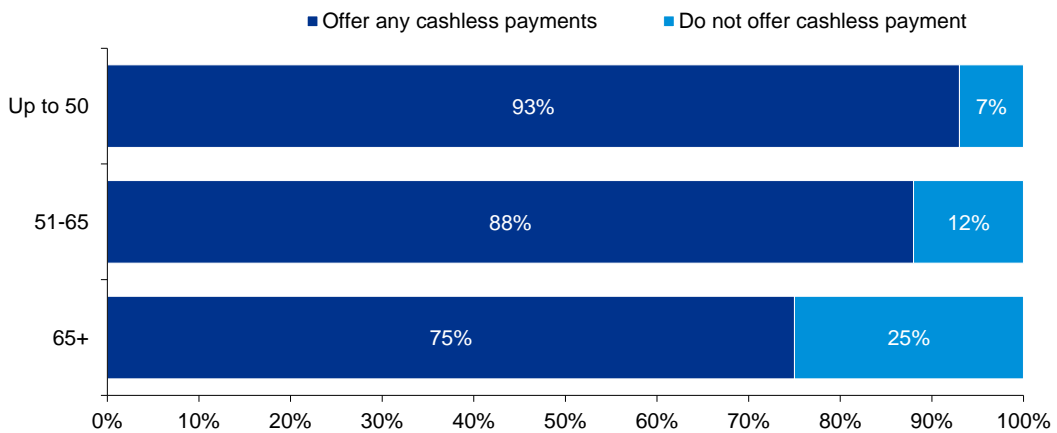


Figure 3.4: Age profile and cashless payment provision, NTA October 2021

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Another dynamic that appears to influence the provision of cashless payment options is geography. Figure 3.5 demonstrates that over 90% of drivers located in Dublin have cashless payment options available. It is worth noting that 64% of all valid taxi licences are registered in the Greater Dublin Area. This figure falls slightly for the remainder of Leinster to 88%. 87% of drivers in Munster and 99% of drivers in Connacht/Ulster reported providing cashless payment options to their customers.

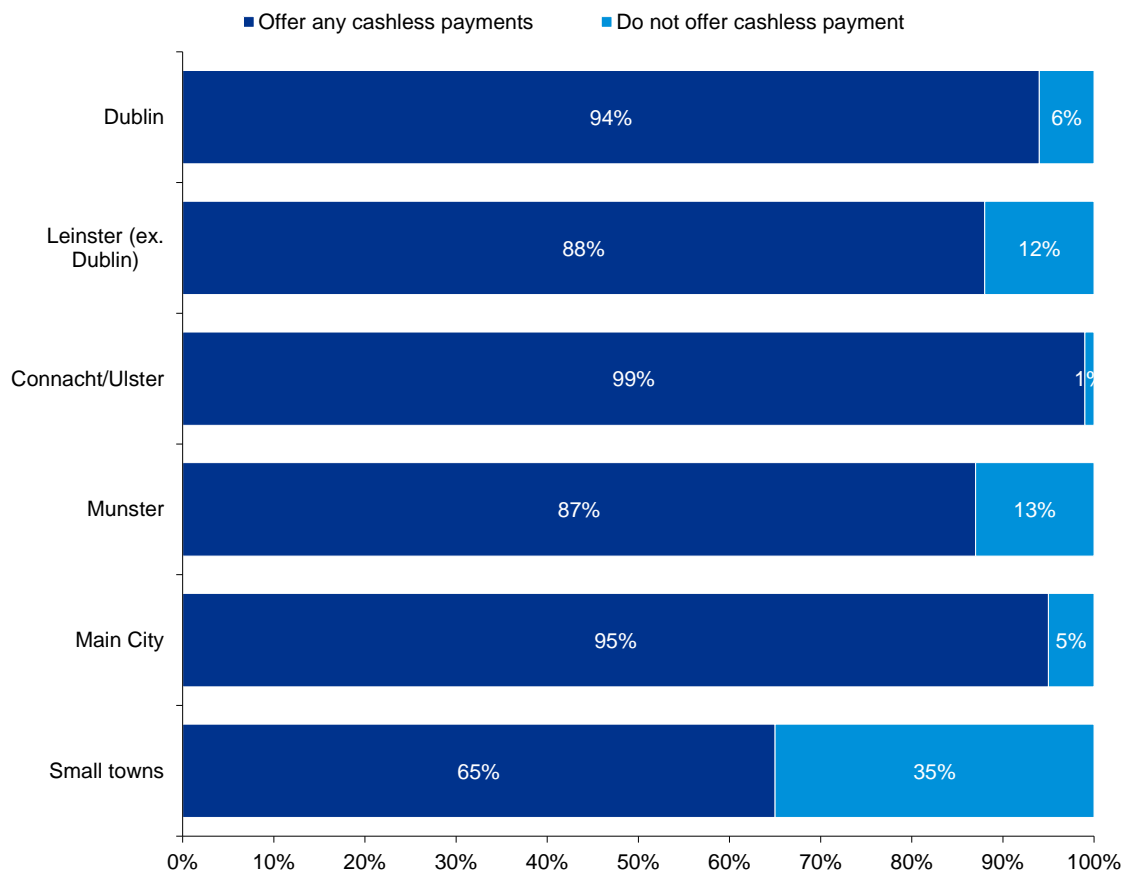


Figure 3.5: Geographic characteristics of cashless payment options, NTA Feb 2022

Looking below regional level there is also noticeable variation between offerings in cities and towns, where provision drops to 65% for small towns.

The final topic covered in the study gauges driver attitudes towards cashless payments. This encapsulates safety concerns (theft and Covid related), future plans as well as driver perception of customer preferences.

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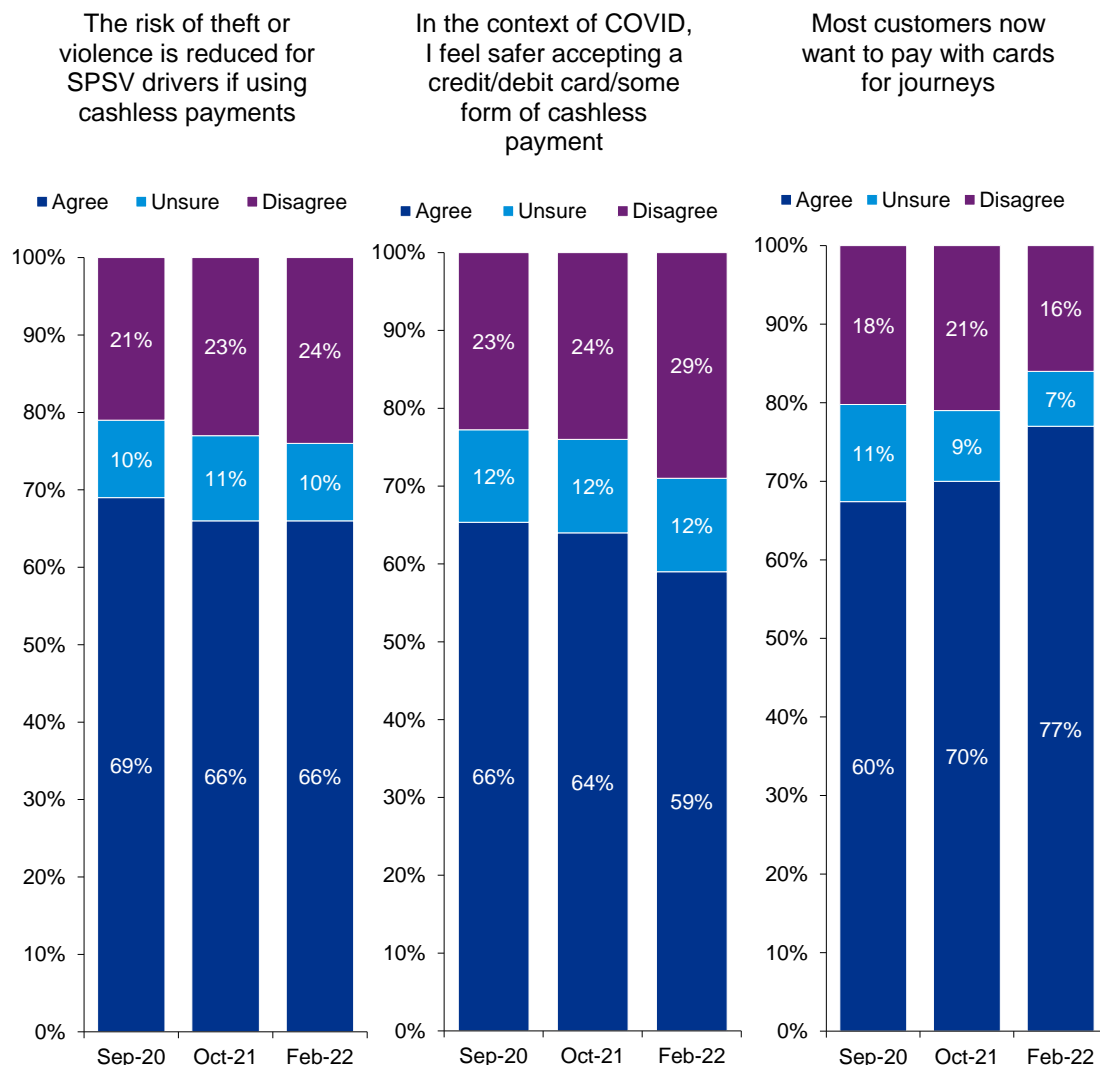


Figure 3.6: Driver Perceptions and Health & Safety concerns, NTA 2022

The majority of drivers agree (66%) that the risk of theft or violence is reduced if they are using cashless payment methods. Approximately the same report feeling safer within the context of Covid-19. Additionally, an increasing percentage of respondents agree that customers want to pay with cards rather than cash – 77% in the latest survey.

Looking into these findings from the context of driver age group (Table 3.1) we can see that drivers aged up to 65 align with the high-level findings; it is the 65+ age group that differ when health and safety is concerned.

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Table 3.1: Passenger perceptions, Health & Safety concerns by age group, NTA Oct 2021

	All Drivers	Age		
		Up to 50	51-65	65+
<i>Base:</i>	503	182	230	89
Most customers now want to pay with cards for journeys	70%	78%	70%	57%
The risk of theft or violence is reduced for SPSV drivers if using cashless payments	66%	67%	66%	62%
In the context of Covid, I feel safer accepting a credit/debit card/some form of cashless payment	64%	75%	61%	50%

We can also see from Table 3.1 that 70% and upwards of drivers under 65 agree that customers want to pay by card, with only 57% of those over 65 agreeing to that statement.

Looking once again to the location-based information, we can see that a higher proportion of drivers based in “main cities” (72%) agree that customers want to pay by card, compared to those based in “smaller towns” (61%). In general, those in “smaller towns” do not perceive cashless payments as a “safer option” in terms of Covid or theft risk (Table 3.2).

Table 3.2: Passenger perceptions, Health & Safety concerns by location, NTA Oct 2021

	All Drivers	Region		Area	
		Dublin	Outside Dublin	Main City	Smaller towns
<i>Base:</i>	503	293	210	396	92
Most customers now want to pay with cards for journeys	70%	74%	63%	72%	61%
The risk of theft or violence is reduced for SPSV drivers if using cashless payments	66%	66%	65%	69%	51%
In the context of Covid, I feel safer accepting a credit/debit card/some form of cashless payment	64%	67%	60%	67%	54%

Drivers who were identified as not currently offering cashless payment options (13%) were subsequently asked about their plans for future adoption of the technology. Most indicated that they would be incorporating cashless payment options into their service within the coming year. Only 3% of drivers do not anticipate offering cashless payment options to passenger in 2023.

3.1.2 Passenger Perspective

Passenger/Customer sentiment leads heavily towards the necessity of having a card reader available within taxis (~80%), with other cashless payment options being of less importance but still seen as an appropriate offering within the service. This opinion has decreased slightly since October 2020 but has been consistently high throughout all iterations of the study (Figure 3.7).

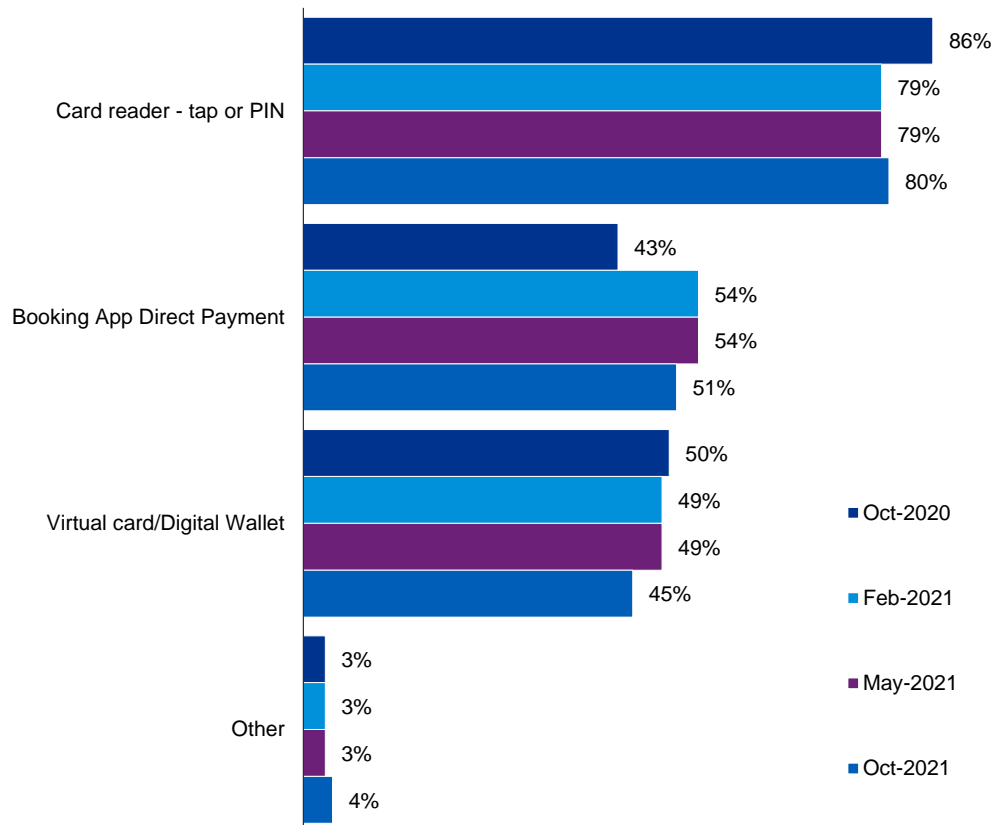


Figure 3.7: Customer opinion of payment methods, NTA October 2021

Table 3.3 and Table 3.4 show the sentiment that “card readers should be available” is reflected strongly when analysing the results through both age-based and regional breakdowns for customers.

The age-based results illustrate that the 65+ age group have the highest inclination that card readers are necessary, while also having the lowest proportion inclined towards the need for other cashless payment options.

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Table 3.3: Customer opinion of payment methods by, NTA October 2021

	Total	Age				
		18-24	25-34	35-49	50-64	65+
<i>Base:</i>	1038	102	193	308	266	169
Payment by card through the use of a terminal available in taxi	80%	72%	78%	77%	83%	86%
Payment through a payment app	51%	53%	52%	53%	54%	41%
Payment by a virtual card/wallet through phone app (Googlepay/Applepay)	45%	57%	50%	50%	43%	29%

Table 3.4: Customer opinion of payment methods by region, NTA October 2021

	Total	Region			
		Dublin	Leinster (ex. Dublin)	Munster	Connacht/ Ulster
<i>Base:</i>	1038	266	280	296	196
Payment by card through the use of a terminal available in taxi	80%	78%	78%	82%	81%
Payment through a payment app	51%	56%	50%	49%	46%
Payment by a virtual card/wallet through phone app (Googlepay/Applepay)	45%	49%	44%	47%	39%

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3.1.4 Summary

The NTA study shows that 92% of drivers have cashless payment options available, and of those that currently do not offer this service, 38% are inclined to implement the offer within the coming year. Drivers largely agree that there is a perceived increase in personal safety when utilising cashless payment options, both in terms of theft risk and in the current Covid environment. Additionally, 77% of drivers are of the opinion that customers want to pay by card.

The results of the study have also shown evidence of “resistant parties” to the adaptation of cashless payment services. Within the older generation of drivers (65+), as well as those located in “smaller towns”, there is a ‘wait and see’ approach to the implementation of cashless payment technology; as evident in the lower proportion of current offerings illustrated in Figure 3.4 and Figure 3.5. Of the taxi drivers surveyed in the February 2022 iteration only 3% stated that they do not wish to offer these options to customers.

The majority of Passengers/Customers agree (80%) that there should be the option to pay by card through the use of a card terminal. They also concur, to smaller degrees that other cashless payment options should be available, but the ubiquitous card terminal is the preferential option. This is true for all age groups, with the older generation (65+) being the most keen on this option (86%). This is likely due to the ease of use and accessibility offered by the card terminal and contactless card payments compared to the increased technical knowledge needed to access smartphone apps and digital wallets.

Analysis of both the driver and customer survey results, shows that there is a level of alignment between driver perceptions and customer feedback. Both parties agree that cashless payments are wanted, but that drivers appear to underestimate the proportion of customers that see card payment as a necessity within the market.

Overall, there is no age-based or regional distortion in customer opinion, as all customers, regardless of age or location, agree that they (the customer) should be able to pay by card. This is not the case when we compare to the driver results, where there is evidence indicating that the older drivers (65+) and those based in “smaller towns” are less inclined to offer cashless payments options.

4 Cashless Payment Options in Ireland

The Irish card machine market is denser than ever, meaning fees are generally becoming more competitive and contracts more suitable for small businesses operators such as taxi drivers. As the marketplace has become more complex a variety of new service providers have entered the market e.g. Google, PayPal, Facebook and Apple.

The following section reviews a selection of leading and suitable market offerings/vendors for the taxi industry, including a matrix table at the end containing all relevant information, including charges and contracts (as of time of writing). Please note that this vendor information has been provided by the individual suppliers. Neither KPMG or NTA can accept any liability for an error or omissions or subsequent changes to the solutions. Nor shall KPMG or NTA be liable for any costs, losses or liabilities of any type arising from the use of any of these solutions. These offerings/vendors include: BOIPA (BoI), Clover (AIB), eComm, Elavon, Square and Sum Up⁷.

4.1 Market Offerings

Product Variations

There is a lot of variation in the market based around flexibility of needs and chosen technology. As a result, there is a diverse selection of plans, with different features to be aware of. Generally:

- Card machines can be purchased up-front or hired for a monthly fee.
- An upfront purchase means you own the card machine outright and only need to pay for transactions and other things applicable to your usage.
- Hiring a card machine – where you pay a monthly fee – means you don't own it and have to return it to your provider at the end of your contract. On the other hand, you get a high-end terminal model that would be expensive if purchased upfront.
- There are many affordable card readers that can be purchased up-front and come with pay-as-you-go (PAYG) fee structure with no contract lock-in. If you opt for renting a card machine with a monthly fee, this usually comes with contractual commitment. The different types of card machine providers tend to prefer just one of these price structures (renting or up-front purchase).
- Vendors offer access to a variety of online back-office reporting functionality with the ability to view and track transactions, print statements and download reports.
- Several vendors offer proprietary business accounts to manage and process payments quicker; with secondary benefits that require further consideration.

⁷ An initial assessment of PAX Technologies was conducted but upon further review it was decided to omit the operator from this review. This was decided as their primary business model is focused on manufacturing and distributing POS terminals to 3rd parties; making aspects such as transactions and fees less comparable.

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4.1.1 Bank of Ireland Payment Acceptance (BOIPA)

Supplied by Bank of Ireland.

Functionality

Contactless portable terminal with Chip and PIN functionality paired with touch pad.

Connectivity

Terminals allow users to combine connection types, i.e. Wi-Fi, Bluetooth, Ethernet and 4G.

Account Types

Three types of accounts are available, based on usage and turnover.

Terminal Cost

Terminal rental is included in the monthly fee and terminals come with free installation.

Monthly Fee

Three fixed price plans available (€45, €60, and €90⁸) depending on the varying levels of card spend (€2000, €4000, and € 8000). Customers can move between plans to suit their needs.

Transaction Fee

Transaction fees are included in the monthly fee.

Contract

Contract term is 18 months.

Payment Times

Payments are processed within one day for BOI customers, 3 days for non-BOI.

Payments Accepted

The payment types accepted include: Contactless, Apple Pay, Google Pay, VISA, Mastercard, Maestro, American Express, Discover, Diners Club INT., JCB, UPI, Union Pay

⁸ Presented by the supplier without clarification on whether pricing includes/excludes VAT.

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4.1.2 **Clover by AIBMS**

Supplied by AIB Merchant Services.

Functionality

Android based contactless portable terminal with touch screen functionality and Chip and PIN compatibility. Printed receipts are also available.

Connectivity

The terminal can be used with 3G/4G and with Wi-Fi.

Account Types

'Payment Plus Register' and 'Register Light Bundle'.

Terminal Cost

€44 per month or €630 outright, with up to €200 of a setup fee⁹.

Monthly Fee

€60 per month plus additional dependant on account type and software type chosen.

Transaction Fee

0.18% - 1.49% + 2 cent of VISA/Mastercard transactions.

Contract

36 months – 48 months (3 - 4 years).

Payment Times

Transactions arrive in your bank account the next working day. If the customer disputes the transaction, a chargeback¹⁰ fee is applied.

Payments Accepted

The payment types accepted include: Contactless, Apple Pay, Google Pay, VISA, Mastercard, Maestro, American Express, Discover.

⁹ Presented by the supplier without clarification on whether pricing includes/excludes VAT.

¹⁰ Chargeback is the reversal of a previously cleared transaction; the cardholder's account is credited with the amount of the sale and the merchant's account is debited. A chargeback is initiated by the issuing bank, either at the request of the cardholder or when the issuing bank sees the need to do so.

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4.1.3 eComm

eComm are an Irish payment solutions company.

Functionality

Terminals are android based mobile Point-of-Sale (PoS) devices with Contactless and Chip and PIN payment options. Features include touch screen and printed receipts.

Connectivity

Terminals offer connection through 3G, 4G, Wi-Fi and Bluetooth.

Account Types

eComm offer current account.

Terminal Cost

Contract dependant €36 or €46¹¹.

Monthly Fee

Start at €25 euro¹².

Transaction Fee

1.5% for EU Cards, 2.5% for non-EU

Contract

Offers both contract free and rolling monthly contracts for more services.

Payment Times

Instantly to an eComm Business Current Account.

Payments Accepted

The payment types accepted include: Apple Pay, Google Pay, Samsung Pay, American Express, Mastercard and Visa

¹¹ Presented by the supplier without clarification on whether pricing includes/excludes VAT.

¹² As above

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4.1.4 Elavon Mobile Merchant

A global payment solutions provider.

Functionality

Contactless and Chip and PIN portable terminal with keypad.

Connectivity

Operates through Bluetooth and a Mobile app (4G).

Account Types

Pay as you go.

Terminal Cost

The terminal costs €39+VAT.

Monthly Fee

None.

Transaction Fee

The 'standard fee' starts at 2.75% of VISA / Mastercard transactions. Other cards (i.e. Amex and Diners Club) may attract a higher rate.

Contract

Between 1-3 years, depending on plan.

Payment Times

Funds are paid the next day, same day payments available if submitted before 11am.

Payments Accepted

The payment types accepted include: Visa, Vpay, Mastercard, Maestro, American Express Diners Club International, Discover, Apple pay and Google pay.

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4.1.5 **Square**

A global payment solutions provider.

Functionality

Terminal is contactless, for Chip and PIN functionality there is no physical keypad, so customers are prompted to enter their PIN in the App on the trader's mobile device.

Connectivity

Operates through Bluetooth, Wi-fi, 3G and 4G.

Account Types

Free: €0/month.

Plus: €49/month – Per location.

Terminal Cost

€19+VAT (Terminal).

Monthly Fee

None.

Transaction Fee

1.75% of all chip/contactless transactions.

Contract

None.

Payment Times

You can receive transactions in 1-2 Working Days or instantly with a 1% fee.

Payments Accepted

The payment types accepted include: Contactless, Apple Pay, Google Pay, Samsung Pay, VISA, Vpay, Visa Electron, Mastercard, American Express.

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4.1.6 **Sum Up**

A global payment solutions provider.

Functionality

Terminals are contactless with Chip and PIN compatibility. Functionality is via a touchscreen, and a particular model has printing features.

Connectivity

Operates through Bluetooth, Wi-Fi, or with a built in SIM card (the 'Solo' Terminal).

Account Types

Pay as you go or business account.

Terminal Cost

€29+VAT (Air Terminal), €99+VAT (Solo Terminal), €149+VAT (3G & Printer).

Monthly Fee

None.

Transaction Fee

1.69% of all transactions.

Contract

None.

Payment Times

2-3 Working Days.

Next day with a business account, even on weekend and bank holidays'

Payments Accepted

The payment types accepted by include: Contactless, Apple Pay, Google Pay, VISA, Vpay Mastercard, Maestro, American Express, Discover, Diners Club INT and Union Pay

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4.2 Vendor Matrix*

Vendor	Functionality	Connectivity	Account Types	Terminal Cost	Monthly Fee	Payment Types	Transaction Fee	Contract	Payment Times
Bank of Ireland Payment Acceptance (BOIPA)	PoS and card readers.	Wi-fi, Bluetooth, Ethernet and 4G.	Ready Made 2000, Ready Made 4000, Ready Made 8000.	Terminal rental included in monthly fee.	From €45-€90 monthly dependant on monthly transaction rates.	Contactless, Apple Pay, Google Pay, VISA, Mastercard, Maestro, American Express, Discover, Diners Club INT., JCB, UPI, Union Pay	Transaction fee included in monthly fee.	18 months.	1-3 working days depending on your bank.
Clover by AIB Merchant Services	Tablet style terminal.	Wi-fi, (flex & mini) 3G, 4G (flex with register plan).	Payment Plus Register Register Light Bundle	Clover Flex: €44mo/€630. Clover Mini: €32.50mo/€495 €0-200 set up	€60month+ dependant on account type and software type.	Contactless, Apple Pay, Google Pay, VISA, Mastercard, Maestro, American Express, Discover	0.18%-1.49% + 2 cents of VISA/Mastercard transactions	36 – 48 months.	Over night.
eComm	Portable card terminals.	3G, 4G, Wi-fi, Bluetooth	Merchant Account	€36 / €46 depending on contract	From €25	Apple Pay, Google Pay, Samsung Pay, Maestro NFC for Mastercard, Visa and American Express.	1.5% EU 2.5% non-EU	None.	Instantly.

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Vendor	Functionality	Connectivity	Account Types	Terminal Cost	Monthly Fee	Payment Types	Transaction Fee	Contract	Payment Times
Elavon Mobile Merchant	Card reader and mobile app.	Bluetooth, Mobile app.	Pay as you go.	€39+VAT	None.	Visa, Vpay, Mastercard, Maestro, American Express Diners Club International, Discover, NFC, Apple pay and Google pay.	From 2.75% of VISA/Mastercard transactions. Other cards can have a higher rate.	12-36 months.	Next Day Same day payment if sent before 11am.
Square	Card reader, mobile app, card machine.	Bluetooth, Wi-fi, 3G, 4G.	Free: €0/mo Plus: €49/mo – Per location	€19+VAT (Card reader) €169+VAT (Card Terminal)	Free If Plus plan then: €49/month	Contactless, Apple Pay, Google Pay, Samsung Pay, VISA, Mastercard, VP Pay, American Express.	1.75% of all chip/contactless transactions. 2.5% of all key-in card transactions.	None.	1-2 Working Days or instantly with a 1% fee. Instant with a square Debit card
Sum Up	Card payment device, touchscreen (Solo & 3G).	Bluetooth, SIM car, Wi-Fi (Solo Terminal)	Pay as you go.	€29+VAT (Air) €99+VAT (Solo) €149+VAT (3G & Printer).	None.	Contactless, Apple Pay, Google Pay, VISA, Mastercard, Maestro, American Express, Discover, Diners Club INT., Union Pay	1.69% of all transactions.	None.	2-3 Working Days. Next day with a business account.

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Annex 1 – February 2022 Survey (Wave 5)

Wave 5 is the latest iteration of the surveys undertaken by the NTA. This iteration has made some changes to questions and responses that impact the compatibility of outputs compared to previous iterations. This section focuses on the questions that have changed and no longer align with the overall timeseries of data, but still merit inclusion in the report.

This section follows the same structure as section 3, highlighting findings from both the driver and passenger perspectives.

Driver Perspective

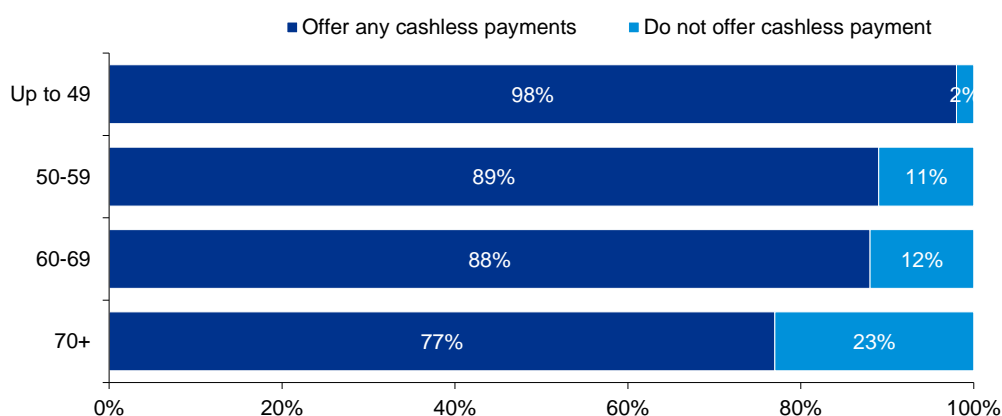


Figure A1: Proportion of Drivers offering Cashless payment options by Age group, NTA February 2022

	Age		
	Up to 49	50-69	70+
<i>Base:</i>	232	243	22*
Card Terminal	85%	78%	71%
Payments through app if service order through the app	70%	59%	40%
Payment through an account (billed after service provided)	24%	25%	21%
Payment through an app - manual switch to app for payment if hailed from rank or street	24%	30%	21%

Table A1: Type of cashless payments offered by Age group, NTA February 2022

We can see from Figure A1 that the vast majority of drivers offer cashless payments, and from Table A1 we can see that ‘card terminal’ is the most prominent across all age groups. Those aged 70+ have the lowest level of provision across all types of cashless payment types, especially in payments through a booking app.

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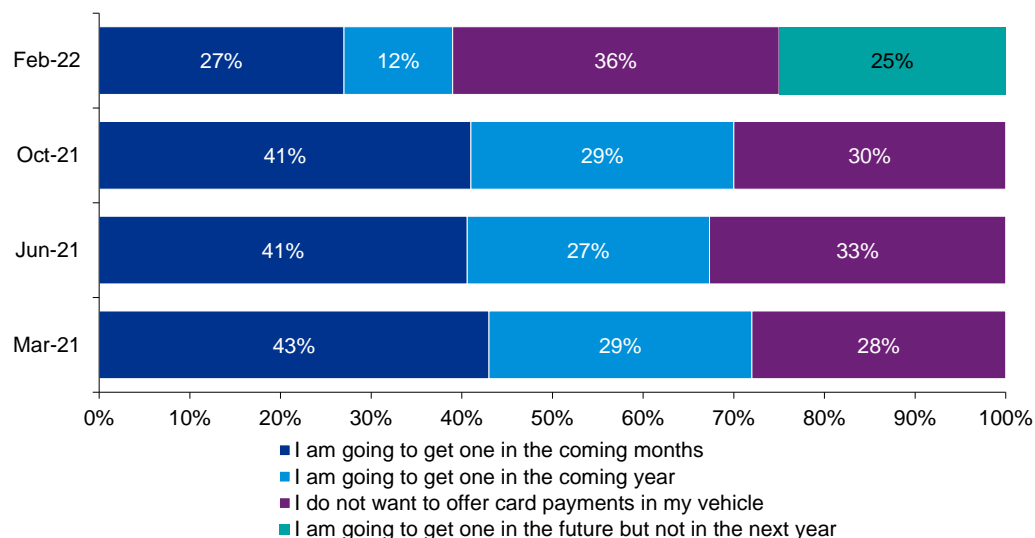


Figure A2: Future Plans of drivers not currently offering cashless payment options, NTA February 2022

Throughout the course of the survey the drivers, who at the time of the survey, did not offer cashless payment options were asked about their timeframe of implementing a cashless option in their vehicle. Figure A2 outlines the response given by drivers over the period of March 2021 to February 2022. It should be noted that an additional response option was offered in the February 2022 survey.

We can see that 39% of these drivers plan to implement cashless payment options within the next year, 25% plan to add cashless options sometime in the future, while the remaining 36% do not want to offer cashless options at all.

Passenger Perspective

	Total
<i>Base:</i>	1038
Credit/Debit card payment	88%
Payment through an App	57%
Apple pay	30%
Payment through an account	25%
Other	5%

Table A2: Payment Method which should be available in addition to cash, NTA February 2022

Table A2 illustrates customer sentiment towards alternatives to cash payments in taxis. 88% of customers stated that credit/debit card payment should be offered in taxis, with 57% showing interest in payment through an app.

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Summary

The majority of drivers are offering cashless payment options in their vehicles, with a slight decline in proportions towards the older drivers. There is also a reduction in the proportion of drivers offering different types of cashless payments as age increases, but the ubiquitous card terminal is offered by the vast majority of drivers, no matter their age (71%-85%).

39% of drivers that currently do not offer cashless payment options aim to deliver this option within a year, with the remaining 61% not having this as a short-term goal (within the next year).

Passenger sentiment indicates that 'Credit/Debit card payment' is a must, in terms of cash payment alternative, with other types of cashless payment, such as through an account or app, also being desired. This largely aligns with the card terminal and app payment options available in the majority of taxis.

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