



Mexico

Optimizing the online payment journey for shoppers



Mexican shoppers

Retailers ask us what makes Mexican shoppers different and unique when it comes to payments. Using our findings¹ we have been able to build up a profile of shopper preferences. These key features are identified as being unique to Mexico and significantly different to our global average.

1 in 3 Mexican shoppers are worried about security when shopping online.

To feel more secure, shoppers appreciate websites which explain how personal data is managed - but they also want their experience to be quick and hassle-free.

"I want to see step-by-step information at the checkout, including accepted payment methods and security measures in place".



The majority of Mexican shoppers don't have an online account with a retailer. Although they are willing to show brand loyalty and value a quicker checkout, they don't want websites to store **personal information**. 40% don't want websites to store address or payment details. But, 64% of shoppers would re-consider if they had access to clear information about how details are prevented from being misused or stolen.



1 in 3 shoppers have dropped out of the checkout because they had to enter too much information. Although it can be hard to control the number of data entry fields, retailers can help shoppers by **pre-filling information** which has been entered previously during the process. Over half of Mexican shoppers would drop out of the checkout if they had to enter the same details more than once, which is significantly higher than the global average.



Shoppers want to see local prices. 74% of shoppers want to see prices displayed in **Mexican pesos** and the retailer's local currency. While 1 in 4 shoppers wouldn't complete the payment altogether without seeing prices in pesos, if there was an option to convert, 66% of shoppers wouldn't be too concerned.

Retailers can start to build trust and convey security from the homepage. Here we share our findings from the online payment journey.



Homepage



Shopping basket



User profile



Payment page



Error handling



Confirmation



Support

Stage one - Homepage

Reinforce security from the homepage to build brand engagement with shoppers in Mexico

“What factors make you feel more secure?”

55%

Being able to see payment authentication and digital certificate logos



53%

A well-known website or reputable brand



48%

Websites which accept payment methods that I know



Homepage



Shopping basket



User profile



Payment page



Error handling



Confirmation



Support

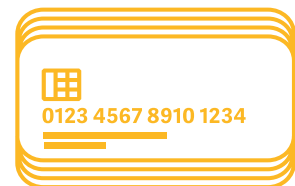
Stage one - Homepage

Display payment authentication logos on the homepage to make shoppers feel more secure

In Mexico, **33%** of shoppers are worried about online security. Displaying payment authentication information and digital certificate icons is a way for retailers to make shoppers feel more secure.

67%

of shoppers would be more encouraged to buy if they could see payment logos on the homepage. And, **54%** of shoppers in Mexico would be more likely to buy from a website that displays payment authentication and digital certificate logos on the homepage.



More shoppers in Mexico want to see these logos at the homepage compared to any other country we surveyed, indicating that in Mexico security confidence is particularly low. Shoppers consider this information to be essential to help reassure them that websites are secure.



None of the retailers we surveyed displayed any of this information on their homepages. And, considering shopper expectations, retailers should make accepted payment methods and authentication logos visible in a prominent position on the homepage.



Homepage



Shopping basket



User profile



Payment page



Error handling



Confirmation



Support

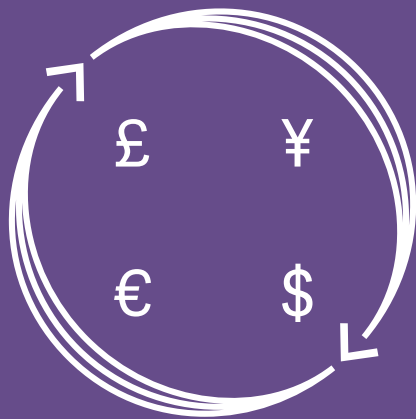
Stage two - Shopping basket



Shoppers in Mexico want to see prices in pesos and in the local currency of the retailer

Shoppers would prefer to see product prices displayed in more than one currency at the shopping basket.

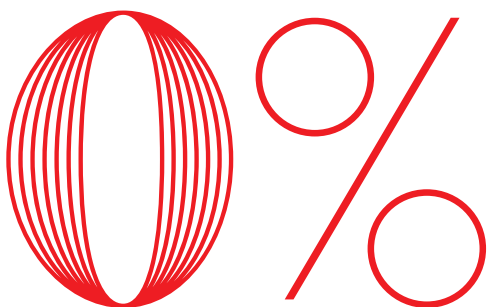
74% of shoppers want to see prices in pesos as well as in the local currency of the retailer.



More shoppers in the Central and Latin American region wanted to see these pricing options compared to any other country we surveyed.

This shows that shoppers are more accustomed to buying from international brands, and feel a sense of security seeing both these prices displayed.

And, in instances where prices are just displayed in foreign currencies, **60%** of shoppers in Mexico are happy to continue with the purchase as long as there is an option to convert at the checkout.



Offering the option to change currency at the shopping basket is not common practice in retail, so it is not surprising that **none of the retailers** we surveyed provided this option. But retailers should consider shopper preference to help influence buying decisions.



Homepage



Shopping basket



User profile



Payment page



Error handling



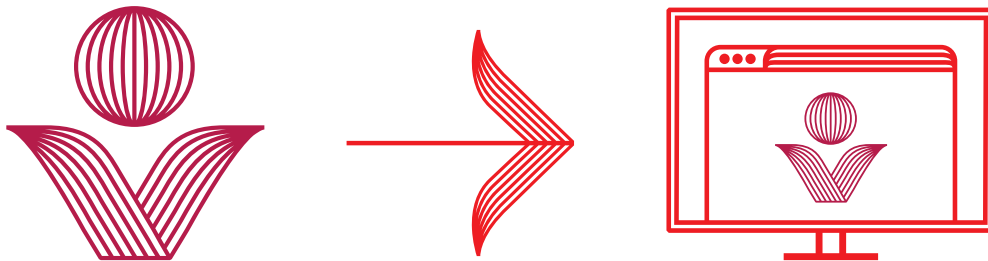
Confirmation



Support

Stage three - User profile

Shoppers in Mexico want to see security information before they set up a profile account



Just **45%** of shoppers in Mexico have actively used an online account in the last 12 months.

This insight is contrary to that of other countries, where the vast majority of shoppers value the ability to store details for a quicker and more efficient checkout, as well as the added bonus of having access to discounts and promotions. Although **the majority** of the retailers we surveyed prompted users to set up an account, we found that shoppers in Mexico have greater concerns about trusting retailers to save their personal details securely.

40%

of shoppers don't want websites to store address or payment details.

But, shoppers in Mexico are responsive to security information. **64%** of shoppers would consider creating an account if they could see information on how their details are being protected against misuse.

Retailers should provide more information on security measures in place for personal data to increase brand loyalty and shopper engagement. This transparent approach will help shoppers overcome their security concerns.



Homepage



Shopping basket



User profile



Payment page



Error handling



Confirmation



Support

Shoppers in Mexico want to see consistent payment information

Shoppers want to see payment logos at the homepage. And when they come to pay at the checkout, they also want the same logos to be easily visible.

One third of shoppers said they would not buy from a website if the payment methods displayed were not consistent with those displayed on the homepage.

Valuing the information that they are provided with, more shoppers than our global average will immediately drop out of the buying process if information is not consistent.

Retailers need to make sure that information is consistent and payment methods are easy to locate, encouraging shoppers to complete their purchase.

Shoppers in Mexico are more concerned about security at the checkout than any other country we surveyed

At the checkout, there are instances when shoppers are re-directed to a third-party page to make the payment. In Mexico, shoppers want retailers to inform them throughout this process.

78% of shoppers said that this information is very important to them.

Shoppers want to see redirection information more than any other country that we surveyed. And, like shoppers in other Central and Latin American countries, as well as in China, shoppers are very security conscious.

And not only do shoppers want to see messages about the process, they would also actively search for more information on the third-party website as a result of security concerns. Retailers should make sure they offer relevant information on any third-party sites and reassure shoppers throughout the process.



Homepage



Shopping basket



User profile



Payment page



Error handling



Confirmation



Support

Stage five - Error handling

Shoppers in Mexico want to contact support when errors occur



When payment errors occur, shoppers will contact the retailer for payment support. Fewer shoppers in Mexico will even attempt to re-enter details in the first instance.

41%

of shoppers will call customer support when a transaction fails.

While the majority of shoppers would appreciate detailed error messages while they enter their details, more shoppers in Mexico than in any other country would also like to see an error message with a phone number to call for help.

Retailers should consider these shopper expectations and make sure that customer support teams can cater for a wide range of payment related questions.

In instances where shoppers do attempt to complete the purchase, shoppers do not want to re-enter their full details more than once.

Having to enter all of their details again, following a payment error, would cause **over half of** shoppers to abandon their purchase immediately.

Retailers can work to overcome shopper concerns and reliance on customer support by showing detailed error messages as they are entered. And, most importantly, minimize the amount of data entry required by pre-filling information that has already been entered correctly.



Homepage



Shopping basket



User profile



Payment page



Error handling



Confirmation



Support

Stage six - Confirmation

Shoppers want to receive email confirmation with payment information



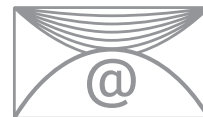
How important is it for you to receive payment confirmation by email post-purchase?

86%



Very
Important

14%



Quite
Important

Shoppers want to know if their transaction has been a success. And, consistent with other countries in Central and Latin America, shoppers in Mexico have greater security-related concerns for receiving email confirmation than most other countries.



Retailers can include masked card numbers, transaction references and payment amounts so shoppers can easily reference their purchase and verify details for security purposes.



Homepage



Shopping basket



User profile



Payment page



Error handling



Confirmation



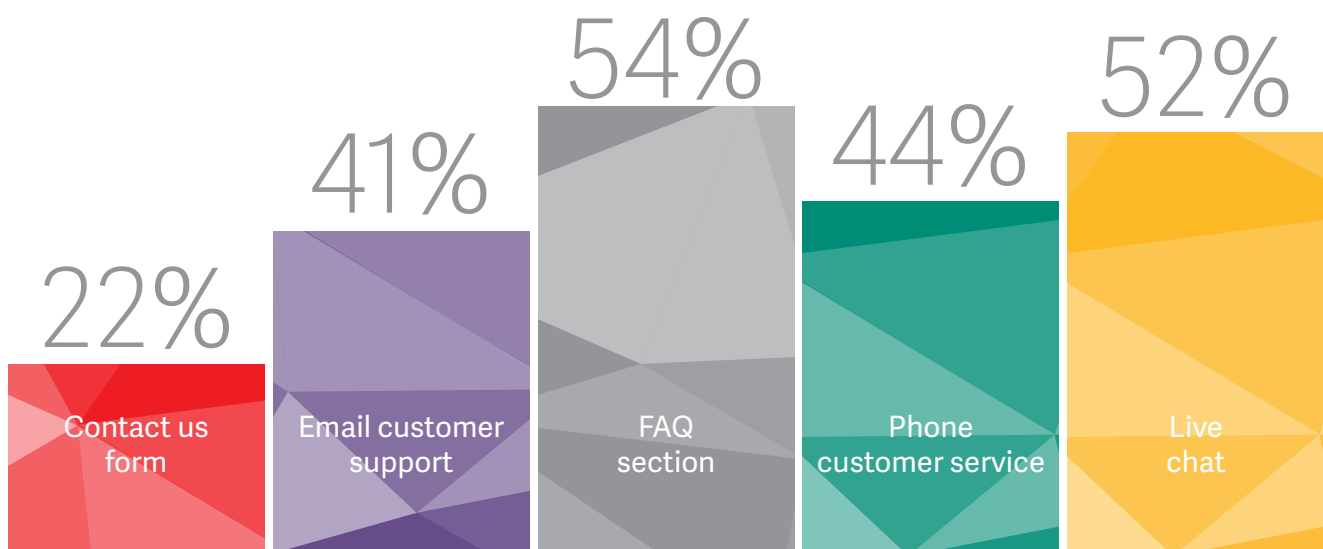
Support

Stage seven - Support

Shoppers in Mexico want to use support tools to allow them immediate access to payment information



Where would you go for help with a payment-related question?



Whilst the majority of shoppers will look for information in an FAQ, shoppers in Mexico actively use a number of support tools. More shoppers in Mexico use live chat and call customer support than most countries, valuing live interaction and immediate access to tailored information.

So, retailers should offer a variety of payment support options to improve the buying experience for shoppers in Mexico, while minimizing the impact of any payment errors.

To find out more please visit

[The Online Payment Journey website](#)



Homepage



Shopping basket



User profile



Payment page



Error handling



Confirmation



Support



¹This research was carried out by KAE Marketing Intelligence Limited (KAE) and consists of desk top analysis of 25 top travel companies in Mexico and a survey questionnaire with 250 shoppers in Mexico. Any reference to shoppers, customers and websites in this report is a reference to shoppers, customers and websites surveyed by us. This research was carried out from June to August 2014. This report is a marketing communication and no warranty, express or implied, as to the accuracy, completeness or fitness for any particular purpose of any information provided in this report is given or made in any form or manner whatsoever. This report is not intended to provide exhaustive treatment of any subject dealt with. The information in this report does not constitute professional advice. The Worldpay group shall not be responsible for any loss, liability, damage of any nature whatsoever which may be suffered as a result of or which may be attributable, directly or indirectly, to the use of any information contained in this report.

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