

Tap to Phone



With NovaPay

VISA | NOVAPAY - CASE STUDY

VISA |  **NovaPay**

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About

Tap to Phone



Enabling business owners to accept card payments on their mobile devices, while also providing features for sales tracking, transaction history, and receipt sharing via SMS or email.

How it Works

- NFC-enabled smartphones becomes a POS terminal
- Accepts contactless payments from smartphones, smart watches or cards

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About



NovaPay

NovaPay is a part of the NOVA Group, an international group of companies, and financial partner of Nova Post. Nova Pay, initially conceived as a financial service provider in the logistics sector, has undergone a transformative journey, emerging as Ukraine's leading money transfer system

NovaPost is the postal service arm of NOVA Group of companies, which has interests in a myriad industries within Ukraine and worldwide.



NovaPay's challenges solved by Tap to Phone solution

Complex and costly devices

→ **Easy to use one device**

Cost and time to conduct a transaction

→ **Agile and Mobile Solution**

Unstable MiniPOS Terminals

→ **Reliable and trusted Visa solution converting your smartphone into acceptance device**



Go To Market Strategy



Pilot Launch: August 2021

NovaPay initiated the Tap to Phone solution to NovaPost couriers in the Poltava region, marking the first step in a transformative journey.



Nationwide Roll-out: Oct 2021

By October 2021, NovaPay swiftly expanded the technology's reach to encompass all of Ukraine.

Rapid Adoption:

The technology quickly became successful due to its simplicity and convenience, gaining popularity with both staff and clients. By simplifying the payment process and reducing unnecessary steps, it improved the overall user experience.

Why it Worked



Expertise and Knowledge

The core team's deep fintech knowledge and expertise were instrumental.



Stable IT System

NovaPay's reliable technical capabilities provided a strong foundation.



Visa Partnership

Collaboration with Visa, a global payments leader, ensured access to cutting-edge technology and built trust.



Commitment to Innovation

A commitment to staying current with fintech trends inspired the initiative.



Easy & Convenient

NovaPay made making and receiving payments easier for Nova Posts' employees and customers.



Fast & Simple

With just an NFC-enabled smartphone, instant and contactless payments became a reality.

Results

Tangible Benefits for

NovaPay's Tap to Phone

3,000+

Nova Post's couriers using NovaPay's Tap to Phone



Faster
and seamless payments

20,000+

weekly transactions



Reduced
transaction failures

35%

increase in cashless transaction contribution to Nova Post



Simplified
processes for couriers

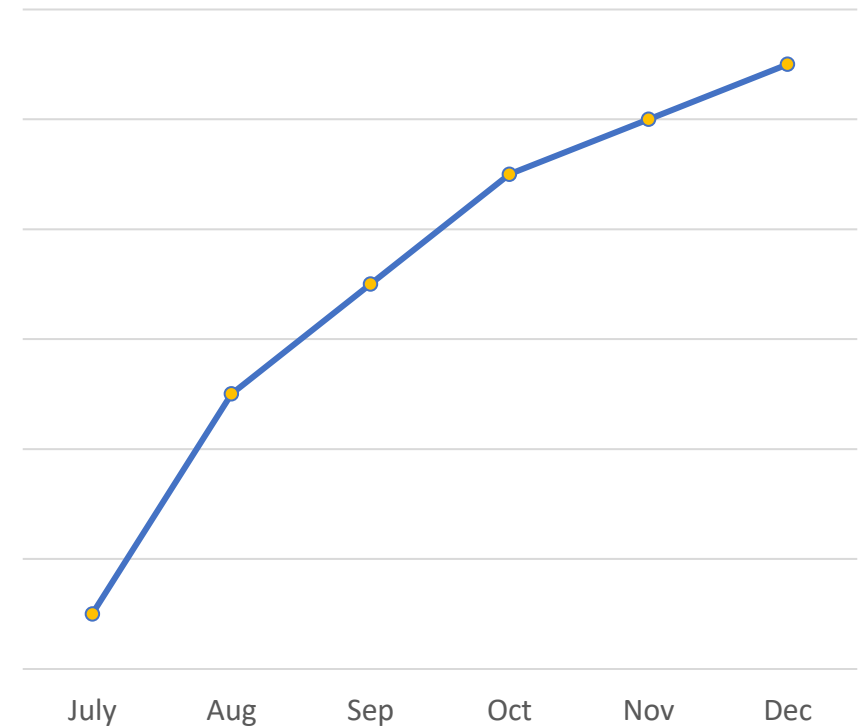
80%

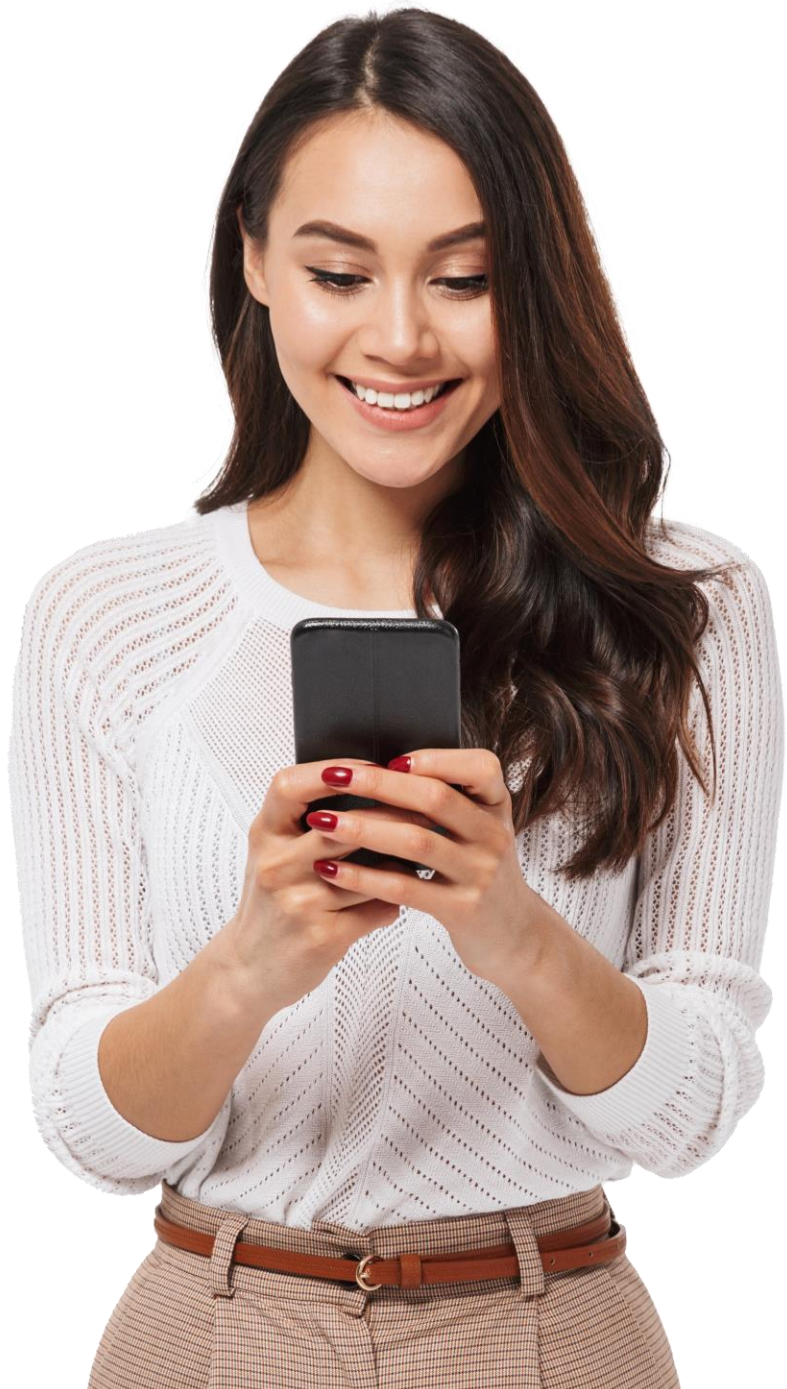
of all Nova Post's courier card payments go through NovaPay's tap to Phone



Decreased
expenses

Growth in cashless transaction after enabling Visa Tap to Phone solution





Testimonials

"This technology was developed by the Nova Pay team, in just 6 months!"

Yana Levada, Head of NovaPay's business development department

"Having paid for several courier parcels through Tap-to-Phone, I can note the speed, SAFETY and convenience of payments."

Liliya Prokopenko, Nova Post's client from Kremenchuk

"To say that it is convenient is an understatement"

Daniil Deineko, Nova Post's courier from Poltava