

Tuesday 6th December 2011

Coles launches contactless payment for groceries

Coles customers can look forward to even faster service at the checkout as contactless card payment rolls into stores later this month.

Upgraded payment terminals will allow Coles customers to do away with entering PINs or signing for purchases up to \$100.

The new Ingenico pin pads will accept contactless payment from all major card operators, and can be used for both credit and debit payments.

Coles Finance Director Tony Buffin said the new pinpads will be installed in stores progressively from late December. Contactless payment will be tested at selected Coles stores next February, rolling out across all stores by July 2012.

“This new technology is another way we’re making the shopping experience at Coles a little bit simpler and faster for customers.” Mr Buffin said.

“Customers rightly expect to be able to pay for their groceries in our stores quickly and with a minimum of fuss. This new payment technology means customers with a contactless-enabled card can simply wave it in front of the pinpad terminal to instantly pay for any grocery shop under \$100. And with state of the art security built in customers will also have peace of mind that their personal information is safe.”

Visa Country Manager Australia, Vipin Kalra, said Visa was pleased to work with Coles to make everyday transactions faster and more convenient customers.

“Australian shoppers are clearly embracing contactless payments – in fact, we’ve seen a 150 percent increase in the number of Visa payWave transactions in the September quarter compared to the June quarter.

“We’re excited to work with Coles to bring contactless payments to their customers across Australia,” Mr Kalra said.

Visa payWave cards have an embedded antenna and microchip, enabling a fast and secure contactless communication with the pinpad at the checkout. Visa cardholders also benefit from the protection of multiple layers of security, including the chip itself, and Visa’s Zero Liability policy¹ means they are not liable for transactions they have not authorised.

Coles will display customer information and instructions for the new payment option as it becomes available store by store.

For further information please contact Jon Church, Head of Communications at Coles on (03) 9829 4008.

¹ Cardholders must notify their financial institution promptly of any unauthorised use. For terms and conditions, cardholders should consult their card-issuing bank.

