

Sistemi di pagamento e digitalizzazione: le sfide della comunicazione

5 Novembre 2015

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MOBILE

REMOTE

PROXIMITY

E-WALLET
CONTO TELEFONICO

CARTE DI DEBITO,
CARTE DI CREDITO,
PREPAGATE,
MONEY TRANSFER,
SEPA

CASH

P2P

E-COMMERCE

CONTACTLESS



Molte possibilità, molti attori.
Proprio l'arrivo di telco e hi-tech, e delle start-up
in ambito digital, ha determinato una
accelerazione nell'uso della tecnologia.

FINANCE

TELCO

HI-TECH

RETAILLERS



QUALI SFIDE PER I NUOVI SISTEMI DI
PAGAMENTO? COME PARLARE AI DIVERSI
TARGET?

SFIDA#1

ESSERE TECHNO-LOGICI



Uncle Sim's "So simple" Tip – How to carry many grocery bags easily

Visabrand AP



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Up next

Autoplay



Visa 知れば安心! 海外ATMの使い方 [英語対応ATM]

by Visabrand AP
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Uncle Sim's "So simple" surprise visit to Toast Box

by Visabrand AP
157,224 views



Uncle Sim's "So simple" Tips – How to enjoy your ice cream anytime

by Visabrand AP
132,712 views



Visa payWave บัตรเดบิตที่ทำให้ชีวิตคุณง่ายขึ้นเยอะ!!

by Visabrand AP
2,138,487 views



Uncle Sim's "So simple" Tips

by Visabrand AP



'INSIDE OUT' Makeup Tutorial (Disgust,Sadness,Joy,Anger & Fear)

by dope2111
Recommended for you



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Up next

Autoplay



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Uncle Sim's "So simple" Tips
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Cristiano Ronaldo races against sprinter!- Tested to the limit
by No One
Recommended for you



VeriFone Vx510 - Instructions & How To Use Your Credit Card Machine

SFIDA#2

BENEFICI REALI E CONCRETI

Benefici reali e concreti



SICUREZZA



SEMPLICITÀ

SICUREZZA



If you don't know which the genuine one is,

apply for a Novo Mundo Cash Passport.



SEMPLICITÀ



SFIDA#1
ESSERE
TECHNO-LOGICI

SFIDA#2
BENEFICI
REALI E CONCRETI



SFIDA#3
USARE LA
TECHNO-LOGIA PER
MIGLIORARCI LA
VITA

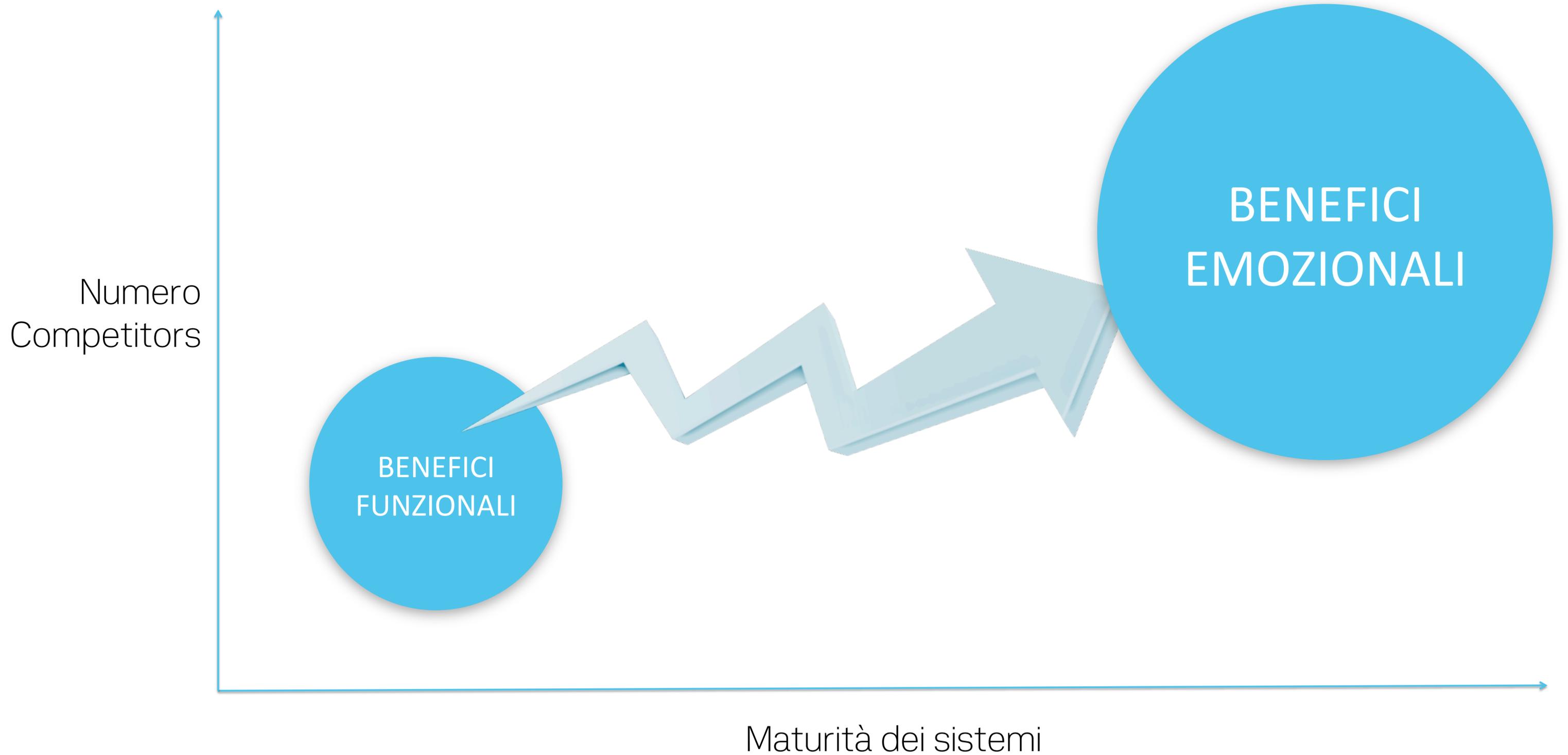


<https://www.youtube.com/watch?v=nBK-x0csf5o>



Secondo una ricerca commissionata da MasterCard, il 53% di coloro che acquistano online dimenticano le proprie password più di una volta la settimana, perdendo tempo prezioso (mediamente 10 minuti) per resettare il proprio account.

Benefici in comunicazione





Benefici Emozionali

VISA everywhere
you want to be

#smallwin

<https://www.youtube.com/watch?v=9UL6Ki55CcA>

SFIDA#1
ESSERE
TECHNO-LOGICI

SFIDA#2
BENEFICI
REALI E CONCRETI



SFIDA#3
USARE LA
TECHNO-LOGIA PER
MIGLIORARCI LA
VITA



Grazie.