

## From cash to contactless: Worldpay makes payments quick and easy

The Queen's Head in Wokingham is an award-winning pub in the sleepy Berkshire market town. Self-styled as the "friendliest pub in Wokingham," it was named Pub of the Year by the local branch of CAMRA three times in the past five years. Landlady Carol Williams leases the premises from Greene King, a brewing giant founded over 200 years ago in 1799. Today the firm is one of the largest companies of its kind in Britain, running over 2,900 pubs, restaurants, and hotels throughout the country.

### Looking to grow

As someone always looking for ways to grow the business and improve customer service, Carol decided back in 2013 to invest in card payment capabilities. Her reasons for doing so are shared by many pub landlords around the country. She wanted to offer greater convenience to her customers to pay by their preferred method and was aware that a growing number of them favour cards rather than cash.

In fact, in 2017, debit cards became the most popular form of payment in the UK<sup>1</sup>. What's more, the value of card payments in the pub and bar sector grew nearly 6 percent over the period 2013-2017, according to our 2018 UK payments report. Other drivers for Carol were the speed and ease of reconciliation and relative security benefits of cards over cash. By accepting card payments, businesses can reduce their exposure to theft of cash from the till by staff or outsiders.





## Serving the hospitality sector

Worldpay has been working with hospitality businesses for over 20 years and supports many of the high street's biggest names. Over that time, we've developed and honed our service for landlords and hospitality business owners.

Among the key benefits of Worldpay's offering for pubs, bars, and restaurants are its portable card machines, which enable staff to take payments wherever the customers are, in or around the premises. The **Ingenico iWL250** chosen by Carol offers acceptance for all major debit and credit cards, as well as contactless and smartphone payments via Apple Pay, Android Pay, and Samsung Pay. This offers customers a wide choice to ensure payment is fast and friction-free, and there's a Worldpay price plan to suit different businesses.

## Fast, simple, and secure

The Queen's Head is just one of a growing number of businesses embracing the benefits of contactless payments, which in 2018, overtook regular chip and PIN as the most popular payment type. Contactless has grown particularly rapidly in the hospitality sector, as time is of the essence when paying at the bar. Over half (53 percent) of payments in the food and drink vertical were "tap and pay," according to a 2018 report.<sup>2</sup>



"I'm taking more card payments through Worldpay than I do in cash. It's tremendous. It's so quick and easy, much quicker than cash."



# worldpay

Along with the benefits of friction-free contactless payments that allow Carol and her staff to take anywhere around the pub, she praises the extra security that comes from cards.

The Queen's Head has also been impressed by Worldpay's 24/7/365, UK-based customer service, coming in very handy over the bank holidays. To find out how Worldpay can help support your business by accepting card payments nonstop, contact us today.

"The machine saves us from having a lot of cash on the premises, which for a small business is always a good thing"

## Get started today

See how Worldpay can make payments work smarter for your business.

Visit [worldpay.com/uk/larger-businesses](https://worldpay.com/uk/larger-businesses) or call us **0808 208 5177**

1. Source: Guardian, June 2018, <https://www.theguardian.com/business/2018/jun/18/uk-debit-cards-transactions-overtake-cash-for-the-first-time>

2. Source: Merchant Machine, November 2018, <https://merchantmachine.co.uk/going-cashless/>

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