



# The Cash-Preferred Consumer in a Digital World

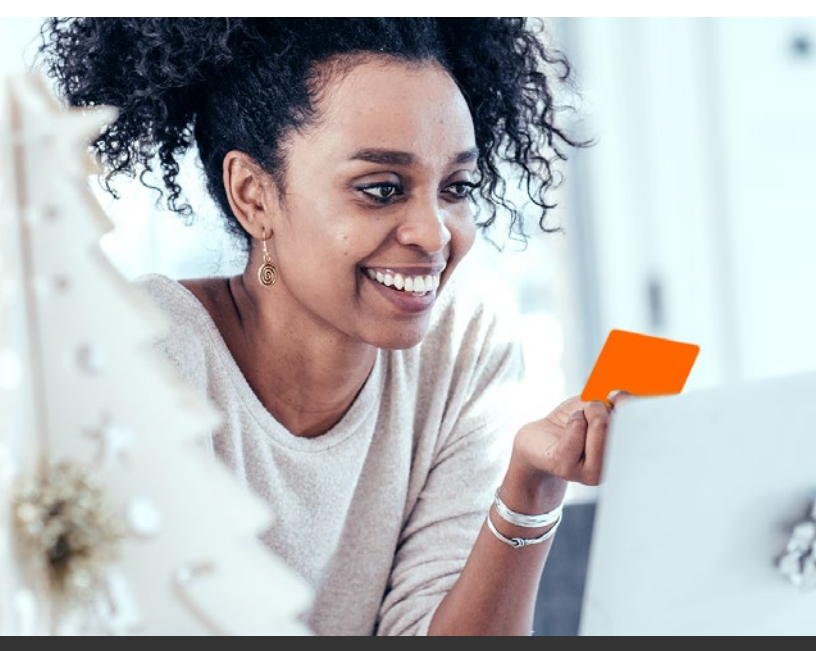
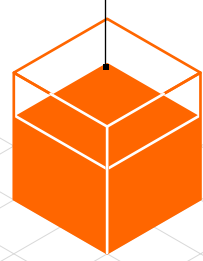
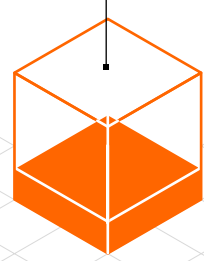
Learn more about the cash-preferred consumer, their payment needs and how CheckFreePay® from Fiserv can provide more value for them and for you.

## Online Purchases Are a Challenge for Cash-Preferred Consumers

Even in a digital “everything” world – paying for goods and services with cards or mobile payments does not appeal to everyone. Many consumers prefer the convenience and safety of paying in cash.

**1/4** Of cash preferred consumers say they run into issues when trying to make online payments<sup>1</sup>

**72%** Of those who’ve had issues with online payments say merchants don’t offer a pay-in-person option for online purchases<sup>1</sup>



## Gift Cards Are a Common Solution



**2 out of 3**

Cash-preferred consumers say they would purchase a gift card monthly<sup>1</sup>

**42%**

Of cash-preferred consumers reported they have purchased a gift card to make an online purchase<sup>1</sup>

**83%**

Say they are likely to purchase a gift card at a CheckFreePay payment location<sup>1</sup>

**20%**

Of those reducing their credit card usage report a shift to cash or a prepaid solution<sup>2</sup>



The majority of cash-preferred consumers express a need for a seamless digital payment solution and Fiserv can help meet this need. Visit [checkfreepay.com](http://checkfreepay.com) to learn how you can serve this important demographic and start accepting payments at your location.

## The Solution

CheckFreePay enables your cash-preferred customers to take care of all their payment needs.

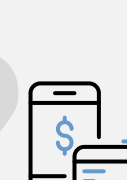
**1**



### Provide a Convenient Bill Pay Option:

- Utilities
- Rent
- Phone
- Insurance
- Taxes and Licensing

**2**



### Accept Cash for Digital Transactions:

- Adding cash to their digital wallet
- Topping-up their toll passes with select providers
- Purchasing a digital gift card
- Topping up their prepaid cellphone

**3**



### Increase Foot Traffic and Drive Revenue:

- Attract new cash paying customers
- Earn commission on every transaction with CheckFreePay
- Provide a full-service cash payment solution with just one product

Complete the agent inquiry form [here](#) to start earning commission today.

CheckFreePay Corp. NMLS #908760

<sup>1</sup>Forrester/Fiserv custom survey, 2019

<sup>2</sup>Mercator U.S. Payments Insights, 2020 Spring Survey

<sup>3</sup>Proprietary survey data, Forrester and Fiserv, 2019

## Connect With Us

For more information about CheckFreePay



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