Giesecke+Devrient

Post-event report

More accessible payments workshop 2024

Table of contents

Making payments more accessible for everyone

Ensuring that everyone, no matter their circumstances, can make payments and access banking services is fundamental to building a fairer, more inclusive society.

More than 1.3 billion people worldwide live with a significant disability or impairment.[1] The UN's Convention on the Rights of Persons with Disabilities (SCRPD) states, "Accessibility is about giving equal access to everyone. Without being able to access the facilities and services found in the community, persons with disabilities will never be fully included."[2] This is true of payments and banking—without access to these, people's quality of life can be significantly impaired. Where barriers exist, it is up to the industry to work together with the wider community to collaborate and co-create innovative new solutions to make payments more accessible.

That is the reason why Giesecke+Devrient (G+D) decided to host their first accessible payments workshop at their headquarters in Munich in March 2024. This event brought together key players from the banking, fintech, and financial services market,

alongside experts in accessibility from the wider industry, members of the community, and key disability action groups, all with one goal—to explore how innovation and collaboration could create new solutions to make payments and banking more accessible.

The purpose of this document is to share some of the insights gathered at this event, and present the concepts and ideas generated as a result of the workshop, hopefully serving as a source of inspiration and ideas to springboard future developments in accessibility.

With our profound thanks to those who participated—please see page 19 for a full list of acknowledgements—we are pleased to present the outcomes of our first accessible payments workshop.

The co-creation workshop

The full-day session culminated in a co-creation workshop, where participants worked together in teams, to brainstorm solutions to key challenges in accessible payments, particularly around:

- Making physical payments
- Enabling more accessible issuance and onboarding
- Ensuring more accessible digital payment

The aim of this workshop was to iterate potential new services or solutions that would improve these areas, benefit the entire community, and remove barriers to payments for those with impairments. This document summarizes the thoughts and ideas of our participants.

>1.3 billion

people worldwide live with a significant disability or impairment

The More Accessible Payments Initiative

This workshop is a significant milestone on our journey to make payments more accessible for everyone. Find out more about our More Accessible Payments (MAP) Initiative, and our range of solutions, designed with accessibility for all in mind.

Find out more ↗

Payment solutions for customers with disabilities

This article was kindly contributed by one of the workshop participants, Diane Lightfoot, CEO of the Business Disability Forum, which was also one of our key partners in bringing the workshop to life.

Business Disability Forum is the leading business membership organization in disability inclusion, based in the UK, with global reach. We are delighted to have Giesecke+Devrient as one of our Members and I was very pleased to present at their more accessible payments workshop in Munich on 13th April to share our insights.

More than a billion people in the world today experience a disability. That's 15% of the world's population. Over 80% of disabilities are not immediately visible - they include mental health, neurodiversity, long-term conditions like cancer, as well as physical and sensory impairments. So, you almost certainly have more customers with disabilities than you realize! And that's important because it's estimated that the global spending power of people with disabilities is $13 trillion each year—a market the size of China.

In 2022, we carried out research, sponsored by Microsoft, on what people with disabilities buy and why. We found that consumers with disabilities know what they need, but too

often, they can't find it. That is both a problem and an opportunity for payment providers: only 26 percent of respondents said that their first instinct is to use a provider they have used before, which leaves 74 percent of disabled consumers who will shop around.

Customers with disabilities want:
1. Accessible products and services
2. Clear and easy-to-find information
3. Confident and knowledgeable staff who can support customer choice.

Creating accessible products and services is only possible by designing inclusively and involving people with the broadest range of lived experiences from the start so you can identify and remove barriers. Offering choice is vital, too, as one size doesn't fit all. Biometrics are great for people who struggle to remember passwords or input them accurately but not so great for someone with a limb difference.

15% of the world population experience disability

80% of disabilities are not immediately visible

A product may be accessible—but how do consumers know? 57 percent of respondents said that it was hard to find out. 66 percent said the most important thing they looked for was 'Details of types of accounts or products on offer and if they meet your requirements.' The second most important factor was the accessibility of the website or app. So, banks should provide detailed information upfront rather than requiring people to get in touch and ask and ensure that information is available in different accessible formats. If possible, let potential customers try using services like apps and card readers before buying.

Customer service staff need to know about accessibility, too—40 percent of respondents mentioned this as a key factor in choosing a provider. Skill up your frontline teams on the accessibility features of your products and services and how to use them. Customer services staff may be nervous about supporting customers with disabilities, but the most important question is often simply, "How can I help?" Ultimately, this is about supporting all your customers and providing a great experience to all. And who wouldn't want that?

Diane Lightfoot
CEO, Business Disability Forum
www.businessdisabilityforum.org.uk

Enabling physical payments

Exploring how in-store and POS payments can be made more inclusive, and more accessible for all.

The technology and processes around physical payments may seem straightforward, but many people face challenges when making payments. As part of our co-creation workshop, we posed the question:

How might we design the appearance of payment cards for visually impaired users in order to make payment convenient & simple at the point of sale?
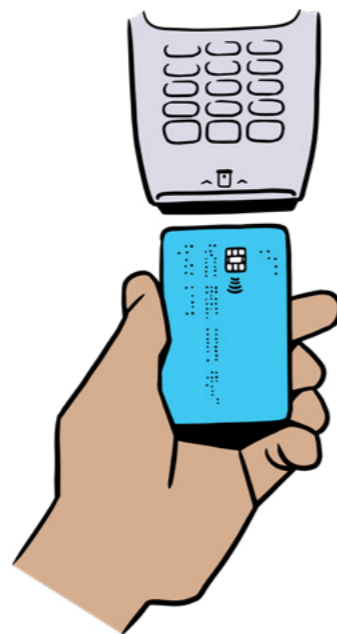
Project: a card you can feel

The idea
Haptic card—a high-colour, tactile payment card, leveraging the power of touch to make payments more accessible.

The benefits
- Tailor-made for target group
- Easier to select the right card for the purchase
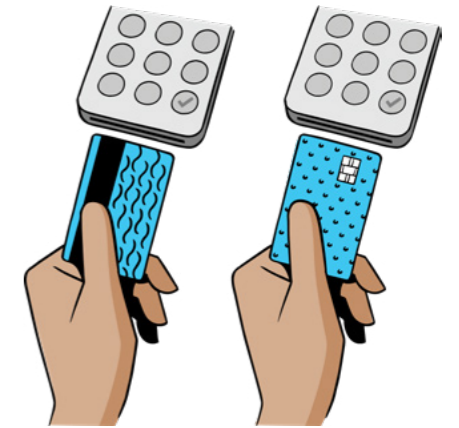- Position banks as innovation leaders

Similar to an existing G+D product Convego® SenseDot

Project: feel-good card

The idea
Texture and weight: Use the sense of touch and balance to help users easily identify the right orientation for their payment card.

The benefits
- It helps to differentiate the card
- Gives confidence when paying that this is the right card
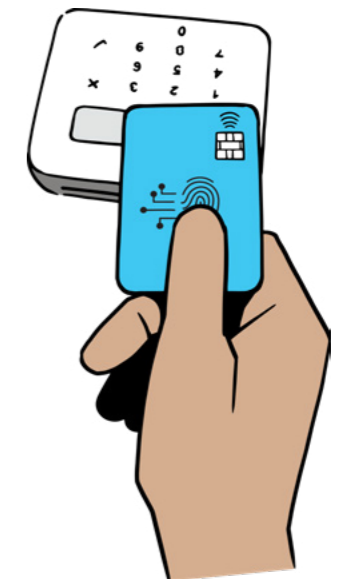- Helps banks to maintain a competitive advantage

Project: inDENT

The idea
Pin-free payments with the power of touch ID—use fingerprint to verify payments.

The benefits
- Positions banks as leader in both innovation and accessibility
- Eliminates reliance on PIN memorization for an easier process
- Increased security vs traditional PIN

Similar to an existing G+D product Convego® YOU

Accessible payments for an inclusive financial service industry

This article was kindly contributed by several experts from McKinsey & Company, Reinhard Höll, Thorsten Ehinger, Birgit Teschke. Birgit also attended the workshop as a participant. We thank them for both their participation in the workshop and the insight they have provided here.

Financial inclusion has gained significant attention in recent years. One of the most critical enablers is making payments accessible for everybody, especially for disabled individuals. This is not only coming from the aging society. In 2030, 24 percent of people will be over 65 years in Europe, the group that generates +30 percent of retail banking revenues (~25 percent of people +65 are severely disabled in Germany).

Banks can generate value by breaking down the barriers to Financial Service for disabled customers. A customer-centric bank has higher satisfaction, which leads to higher ROI (+1 percent increase in satisfaction leads to 2.37 percent ROI uplift). On top of that, banks that lead on social aspects are also likely to have a better chance of attracting and retaining talent.

24% of people will be over 65 years in Europe in 2030

Offering an accessible payment service is not an optional feature. Five fundamental principles can help convert the business to an inclusive organization offering accessible banking and payment services:

1. Putting the customer at the center: At-scale personalization needs more than great analytics. Technology can help understand customer insights, but the insights need to be used to offer to (potential) clients adequate services and products. The technology can create an omnichannel experience where branch and contact center professionals have the tools and data to support disabled customers at any stage of the sales journey. Dedicated digital offerings e.g., voice/simple identification for blind customers, can be a value proposition for digital-only banks.

2. Operational functions that reflect the customer needs of all customers: incorporating diverse requirements within operational tasks like compliance, risk, and IT helps achieve the inclusion commitments, e.g., data sharing options with third parties or usage of specific apps/tools for blind customers. At the same time, it ensures a secure banking environment in relation to legal, fraud, and default.

3. Strengthen networks and cooperation to promote uniqueness: By forming close relationships with trusted partners, banks can broaden their network and gain scale, offering unique products and services for disabled customers. On top of that, banks should intensify the cooperation between banks and society and join forces, focusing on collaboration with society organizations to tackle the broad social problem.

4. Capable and empowered employees who have access to tools and insights: enhancing its understanding and commitment to accessibility innovation across its multiple product and service lines to exciting levels, innovation centers, workshops and training offer a space where designers, researchers, product teams and partners can build new kinds of accessible services to remove more of the barriers that people with disabilities face every day and design thinking in every decision can take place.

5. Committed leadership and a cohesive, customer-focused organization culture: Offering an inclusive banking service requires a responsible person within an organization—the best is driven by leadership and from the top down.

Banks and payment operators have the mandate to offer barrier-free facilities and services. With the use of new technologies like AI, a phygital banking offering with at-scale personalization, and a shift in mindset in the whole organization, leaders can profit from increasing customer satisfaction through the entire client base, higher profits, a healthier organization, and a positive contribution to the well-being of the society.

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Transforming the digital payment experience

Exploring how a banking app can be made more intuitive, supportive, and accessible for all.

As more and more of our experiences are rooted in the digital arena, we need to ensure that these interactions offer convenience and ease of use for everyone, no matter their needs. Banks worldwide are reducing their physical presence, and new digital-only banking services are becoming increasingly common. To that end, we asked some of our workshop participants to explore:

How might we design the UI interface of a banking app for older people so that they can easily navigate banking services/functions?

Project: seamless

The idea
A banking app with a simple, intuitive, icon-led layout emphasizing live help functions mid-transaction. This help could be from the bank, calling a family member etc.

The benefits
- Simple, secure experience with assisted support
- Reduce fraud and need for power of attorney
- Autonomy and empowerment
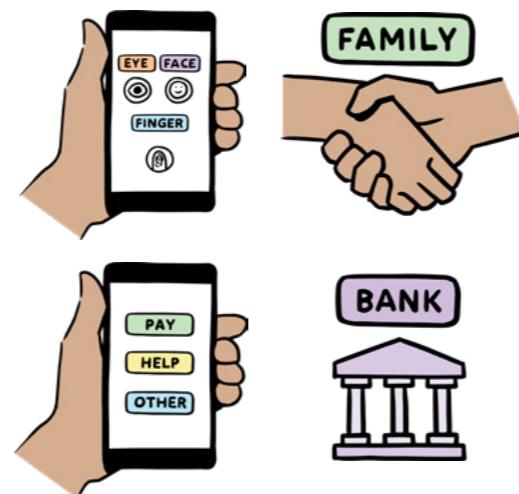
Project: branch out

The idea
A banking app focused on simplifying the onboarding process, with friendly, large-sized, and icon-lead interactions to guide customers through the process easily.

The benefits
- Simple, secure experience with assisted support
- Reduce fraud and need for power of attorney
- Autonomy and empowerment

Project: all-inclusive design (AID)

The idea
Configurability. It's an easy-to-use app with simple, adjustable navigation in a readable font without distracting layout, adjustable sound, and a help function with real-person or AI support.

The benefits
- Inclusion and active participation
- Autonomy, dignity, safety, and security
- Reduce fraud and need for power of attorney
- Makes better use of bank's resources
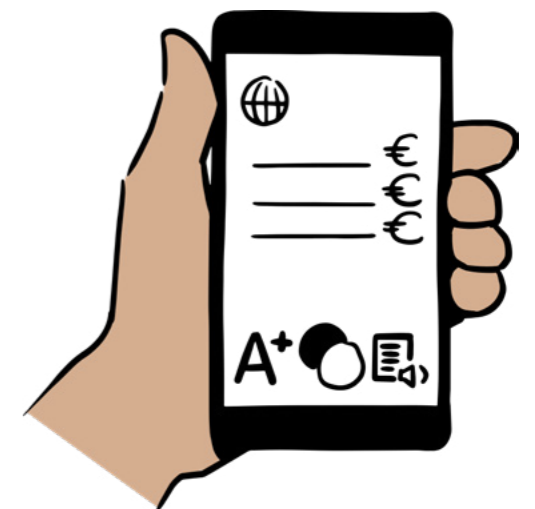
The end of telephone banking and what it means for Deaf people

This article was kindly contributed by one of the workshop participants, Sally Chalk, CEO of Signapse, one of our key partners in bringing the workshop to life.

The end of telephone banking and what it means for Deaf people. How can banks and payment operators help make technology suitable for people and translate it into everyday banking?

How has the user experience changed for people with access needs?

Let's look at how the experience has changed for people with disabilities. The move to online banking means the ability to go to your local branch—where someone may know you—has gone. But it equally means no tricky stone steps to navigate, no high counters and glass screens. The significant improvements away from telephone banking and towards a digital experience also mean Deaf people don't have to give up their personal details to an interpreter or their child and have that repetitive and frustrating conversation with the support desk. Often interpreted calls were refused because the support worker wasn't talking directly to the account holder. So, there are many great things about the banking revolution, especially for those who need services in their first language.

Open Banking and removing hurdles

Dismantling barriers is really positive—the fact that your banking app trusts who you are means you have a lot more financial mobility, which is good news for sign language users. The move to open banking across Europe in 2015 means that a Deaf person can access a bank anywhere and from anything, with enormous potential. User choice is king, and now I can use the chat facility on my App and get a loan approved without human interaction. The caveat is, of course, that we are then reliant on the tech working. Open banking has the potential to be revolutionary, to open up infrastructure safely and securely—plug-ins can be built, and anything that takes us away from telephone banking is a positive move. It also means that third parties can build solutions to improve customer access and iterate improvements over time as technology changes and develops.

What is good design?

And good, inclusive design is for all. Think about the way the app or website functions; if it is to be accessible to people who use sign, then by extension, the English should

be simple, the journey a delight, and there should be multiple languages, including British, American, or any of the other 310 sign languages available and WCAG should be built in as standard. Don't hide access functions behind layers of clicks – they need to be front and center of the UX journey. A history of being forgotten means that we presume there is nothing there—why should we look? There are also some great examples; the tech is there now, but it really depends on how banking companies adopt it. One example is that face scanning and fingerprint scanning are great for access, and not everyone uses them. Or think of the gov.uk website in the UK and how that has improved the daily lives of all UK citizens with its clean, easy design giving access to personal and company translations, all in one place at the click of a button.

Collaboration during the product development lifecycle

Including users in the development lifecycle is critical to good design as well. During the build stage, ensure that user-friendly design is accessible at every point and tested on real, live humans—don't wait until the end. The key is collaboration. This should be done product-

side and with a broad spectrum of potential users, whether Deaf/blind or dyslexic. The tricky part of product development is getting enough people and making sure there is a broad spectrum of users, including specialists. It's also vital that the "silent but unhappy" users be considered, and it's not just the loud majority that get heard. Here at Signapse, we are massive fans of targeting those users with low engagement, and we will be getting this through A/B testing – setting up different product scenarios and looking at the data for engagement; we are big fans of data as well.

What is the dream?

A consistent product would be ideal. Imagine a world where whatever banking/ insurance app you are on, the AI sign language interpreter is in the same place and works the same way. In the real world, a consistent standard is more achievable, and the improvements in EU legislation are a real step forward towards this.

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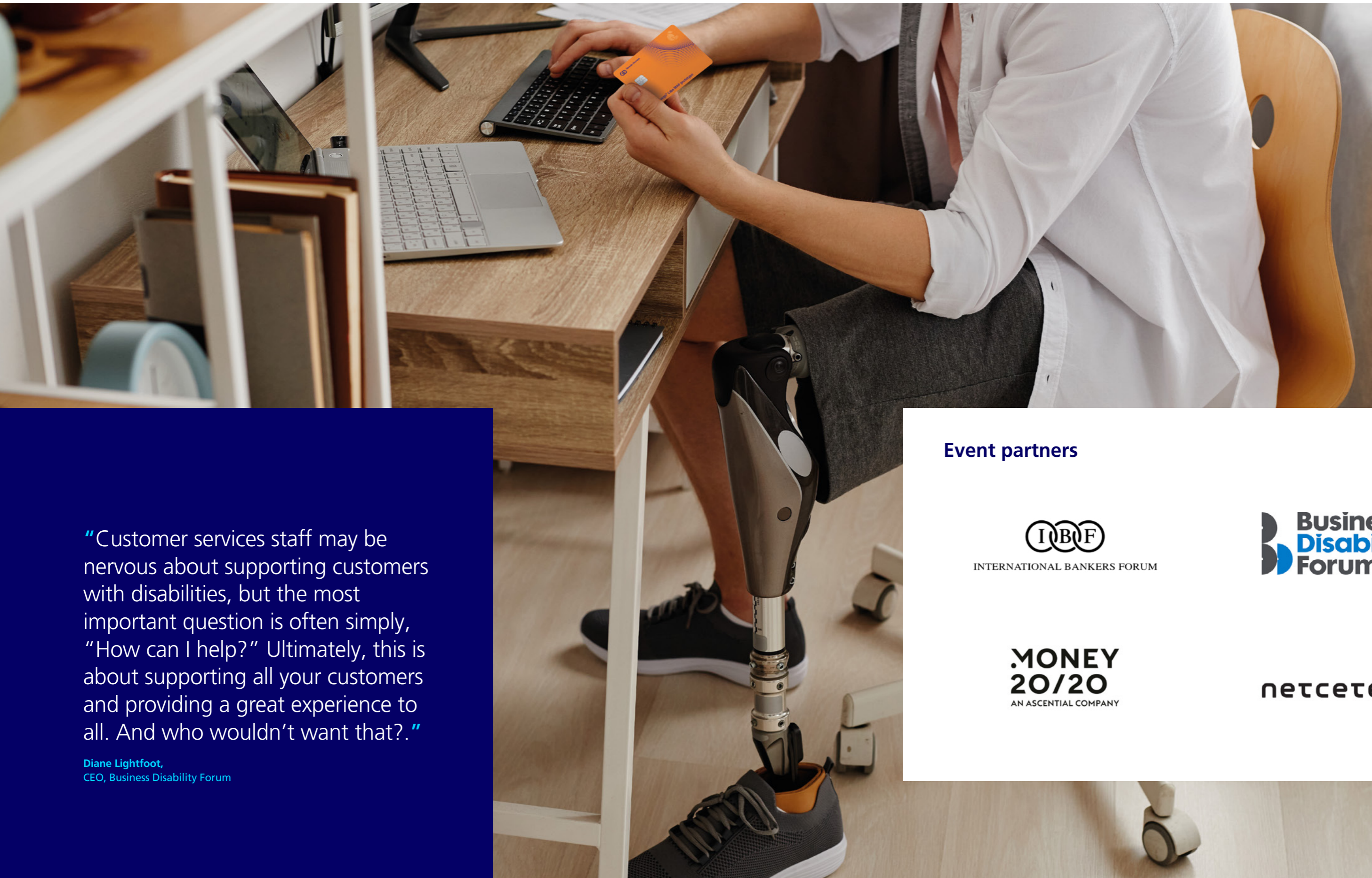
"Customer services staff may be nervous about supporting customers with disabilities, but the most important question is often simply, "How can I help?" Ultimately, this is about supporting all your customers and providing a great experience to all. And who wouldn't want that?"

Diane Lightfoot,
CEO, Business Disability Forum

Event partners

INTERNATIONAL BANKERS FORUM

Business Disability Forum

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Optimizing issuance for everyone

Ensuring that the early stages of the banking and payments journey include everyone.

The onboarding and issuance of payment card journeys are some of the first interactions customers have with their banking institutions. They can quickly become the foundation of customer relationships with their bank. Making that process difficult, complex, or time-consuming can erode trust and confidence, and this is especially true for those with impairments. If the issuance and onboarding processes are simple, convenient, and easy-to-use, this can reassure customers that their entire experience will be inclusive and accessible. With this in mind, in our co-creation workshop we asked participants to explore:

How might we issue payment cards for visually impaired users to make enrollment easy and accessible?

Project: Tailored Journey (TJ)

The idea
An adjusted user journey tailored to the user's needs, which are identified at the early stages of customer onboarding and covering all flows in the journey, personalizing the user experience.

The benefits
- Simplified experience. Quicker = Happier
- More market share
- Unique tailored onboarding experience for market differentiation
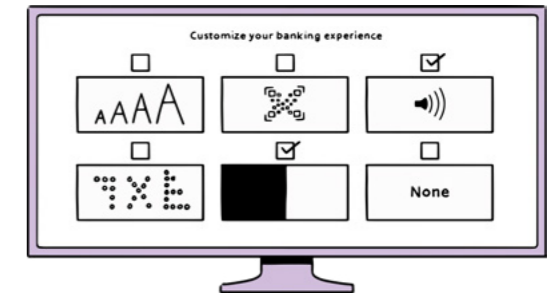
Project: JoyZ

The idea
An AI-powered audio chatbot assistant simulating the in-branch customer experience, with helpful advice and guidance in many different accessible formats.

The benefits
- Robust—multiple channels and make interactions more likely to succeed.
- Privacy - trust and control
- Leveraging the power of AI
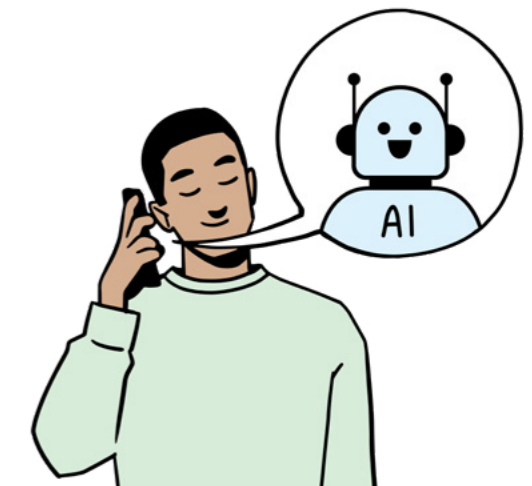
Our digital solutions powerhouse Netcetera are exploring the power of AI in banking for accessibility

Payment innovation through collaboration

Only by working together can we create new and innovative solutions that make payments more accessible for everyone.

Find out more about the initiative here ⬈

The most critical part of accessible innovation is considering the lived experiences of those with impairments and disabilities. That way, you can ensure that any solution developed truly meets the needs of everyone. Learning from other industries, NGOs, and other involved organizations can provide valuable insight into best practices and offer another perspective on potential barriers and how those challenges have been solved elsewhere.

Co-creation and collaboration
These terms are similar but are slightly different in goals, intentions, and outcomes:

Co-creation
A scenario where we work on a specific solution with one client, involving the customer in every stage of design.

Collaboration
Working more broadly with a group of stakeholders, from partners to internal to clients, to explore potential new solutions that address challenges in making payments more accessible.

Collaboration in action

We are thrilled to announce our membership with Business Disability Forum (BDF), a leading player in the disability inclusion space. This partnership aligns perfectly with our mission to create more accessible payment and banking experiences for all.

With BDF's extensive network of over 600 members and 64 partners, we are poised to accelerate our co-creation processes with banks and local communities, ensuring no one is left behind in the financial landscape.

Together, we're paving the way for a more inclusive and accessible payment world.

Who might be involved?

We bring together people with a wide range of skills, disciplines, and knowledge to ensure that co-creation and collaboration are as innovative and effective as possible. Depending on the specific goals and purposes of the session, these people may be drawn from client teams, internal G+D personnel, or the broader market. Here is just one example of how a collaborative team might come together:

Engineers
Sustainability consultants
Designers
Marketers
Strategists
Co-creation and collaboration
Product managers
Banking experts
Accessibility experts
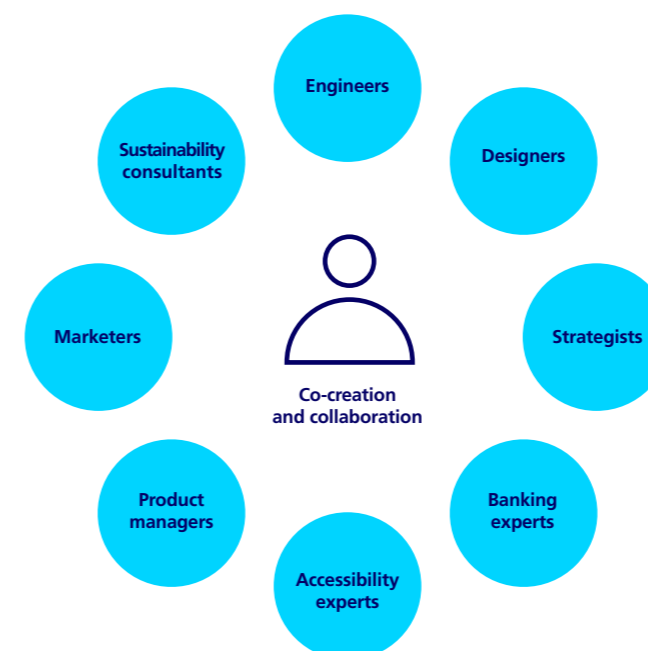
The More Accessible Payments (MAP) Initiative

MAP is a social initiative that begins with our accessible and inclusive payment solutions as an immediately available foundation to enable easier payment access for everyone—now. We are actively reaching out to our clients and the broader market for further collaboration and co-creation opportunities, with our solutions as the starting point.

Our More Accessible Payments Initiative is dedicated to creating a barrier-free payments landscape. Beyond just tools and platforms that enable physical and digital payments, it embodies a social commitment, promoting co-creation, amplifying awareness, and rallying collective action to achieve an inclusive payment environment for all. Our payment technology solutions focus on supporting customers in three key areas:

- Digital payment advancements
- Physical payment innovations
- Onboarding development

What we've learned

Our groups carefully explored and imagined solutions to tackle various challenges and opportunities around making payments and banking more accessible.

The potential solutions our groups devised were as diverse and creative as the groups themselves and addressed broad topics that affect accessibility in payments. However, the solutions all pointed to four key lessons that we can take forward into any future innovations that we explore:

1. Accessibility is good for everyone

Although these solutions were discussed in the context of providing support for older people and those with impairments, it became apparent that the solutions would also benefit the wider community, offering enhanced options for clarity, convenience, and legibility that would be universally useful and well-received.

2. Fostering independence

All of the solutions explored heavily featured choice and control in their workings. It's clear that presenting options and allowing users to decide at an individual level the approach that makes sense for their specific circumstances is vital for any solution designed to make payments more accessible.

3. Keeping things simple

We asked workshop participants to rate each of the proposed solutions. The ones that proved the most popular were those that eliminated steps in processes or offered a more streamlined way of enabling payments. Those that were more complex were less well-liked, indicating that simplicity and eliminating barriers are important for any future solutions.

4. Embracing the phygital

Although these solutions were discussed in the context of providing support for older people and those with impairments, it became apparent that the solutions would also benefit the wider community, offering enhanced options for clarity, convenience, and legibility that would be universally useful and well-received.

Thanks to our partners and participants

Our accessible payments workshop could not have been possible without the enthusiastic support and participation of all our partners and attendees.

We all gained valuable knowledge and insight, began relationships that could result in fruitful future partnership opportunities, understood more deeply the challenges we face in making payments more accessible and began to explore potential ways to overcome them. Thank you to everyone who attended:

Co-creation workshop participants

Name	Organisation		Name	Organisation
Nadine Schönwald	Adecco		Anna Wannhoff	Microsoft
Vincent Xiang	AirPlus		Hector Minto	Microsoft
Diane Lightfoot	Business Disability Forum		Boutheina Djebbi	Assistive Technology Specialist
Jesper Domargard	CompoSecure		Giovanni Criscino	N/A
Barnabas Ferenczi	Giesecke+Devrient		Thomas Crawford	NatWest Group
Diana Calzada	Giesecke+Devrient		Adrian Heydecker	netcetera
Florence Diers	Giesecke+Devrient		Aleksandar Cindrikj	netcetera
Jukka Yliuntinen	Giesecke+Devrient		Boris Garic	netcetera
Milena Niedernhuber	Giesecke+Devrient		Vesela Vladimirova	netcetera
Oscar Miguel	Giesecke+Devrient		Tim Schmid	Payment
Peter Tarantino	Giesecke+Devrient		Patrick Lippoldt	Payment
Thomas Götz	Giesecke+Devrient		Sally Chalk	Signapse
Harriet Crooks	Independent Consultant		Zoe Luck	Tangity
Sixtine zu Münster	mastercard		Petra Nass	WOMEN IN CHARGE
Birgit Teschke	McKinsey&Company			

About Giesecke+Devrient

Giesecke+Devrient (G+D) is a global SecurityTech company headquartered in Munich, Germany. G+D makes the lives of billions of people more secure. The company shapes trust in the digital age, with built-in security technology in three segments: Digital Security, Financial Platforms and Currency Technology.

G+D was founded in 1852 and today has a workforce of more than 14,000 employees. In the fiscal year 2022, the company generated a turnover of 2.53 billion euros. G+D is represented by 123 subsidiaries and joint ventures in 40 countries.

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