

Tap to Pay on iPhones with ANZ Worldline Payment Solutions

The Metaverse is the key to future transactions and ANZ Worldline Payment Solutions is aware of that very well. With Wordline, it has brought 'Tap to Pay on iPhones'.



Melbourne, Australia Sep 8, 2023 ([Issuewire.com](https://www.issuewire.com)) - ANZ Worldline Payment Solutions has come up with Apple's 'Tap to Pay on iPhone' feature, offering more ease and convenience for merchants and customers. With this latest integration, merchants can easily accept in-person iPhone payments without needing multiple devices for a successful transaction. It is a joint venture between European payments company Worldline and ANZ Banking Group which enables business owners and merchants to accept payment through their iPhones. This feature does not require any additional payment terminal devices.

By utilizing the near-field communication (NFC) technology, Worldlibe brought a 'Tap on Mobile iOS app' that allows successful transactions with the help of contactless credit cards and debit cards as well as other digital wallets and Apple Pay. Previously in May, Westpac became one of the first major banks that sign on to this service. It has joined forces with Australian fintech Tyro Payments to offer a personalized application for customers. Quite evidently, allowing metaverse in transactions is becoming a convenient solution for many. Nigel Dobson, the ANZ banking services lead, said, "Wherever your customers want to do business, you should be interested." Dobson has been working closely the ANZ Metaverse Solutions and he said that if a business model is transitioning to a different operating model where customers feel comfortable in transactions, then ANZ would like to test and experiment on those grounds alongside the company.

ANZ Worldline Payment Solutions CEO, Petr Ryska shared a similar view while keeping an eye on the future. Ryska said, "Worldline invested around \$405 million globally last year alone on research and development - including our exploration of the metaverse." As the metaverse is still evolving along with

its payment capability, business understandings, Mobile acceptance technology, and many other aspects; the business models are required to look for the ideal combination which may vary from one business to another. Ryska advised, “The best thing a business can do is know their customers deeply, understand how they want to pay, and curate the mix to suit.” To more about ANZ Worldline Payment Solutions’ influence on Australian business, visit their official website.

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