

Communication on instant payments towards end-users

The deployment of pan-European instant payments is a key strategic objective of the ERPB that has been addressing a number of factors to support this objective. In addition, in its November 2020 meeting, the ERPB acknowledged the importance of raising awareness of instant payments among end-users and agreed to discuss this issue at a future ERPB meeting.

To address current challenges concerning the lack of awareness of instant payments, an ERPB workstream could be launched. The workstream could elaborate common communication messages towards end-users, as was done in the context of the ERPB's previous work on contactless payments¹. This workstream would complement the more specific communication campaign envisaged in the context of the ERPB work on instant payments at point-of-interaction to be prepared in cooperation with the instant at point-of-interaction service providers².

The work should cover the following aspects:

- In addition to general messages which would be valid for all end-users (e.g. emphasising the 24/7 availability or processing in seconds), different types of messages would be developed to
 - the different end-user groups, like private consumers, physical or online merchants, companies other than retailers etc., since instant payments may provide specific advantages to all of these sub-groups. For instance, while merchants may find the lower acquiring fees compared to cards especially attractive, communication towards consumers can rather focus on explaining e.g. new functions like QR-codes or RTP.

¹ See ERPB's recommendation on coordinated communication for mobile and card-based contactless proximity payments, Statement of the 4th ERPB meeting

² See ERPB recommendations on instant payments at the point-of-interaction, Statement of the 12th ERPB meeting, Recommendation J: the EPC, consumer and retail associations as well as the public sector should coordinate in cooperation with the IP at POI service providers an institutional communication campaign of the ERPB members to increase the familiarity with IP at POI solutions (in-store and e- and m-commerce) The communication campaign should result in the creation and distribution of informative material on IP at POI payment solutions and their usage to all the ERPB members and affiliates. Moreover, ERPB members and the ECB are requested to make the informative material produced available on their websites.

- the different payment situations like P2P, C2B etc.
- The messages would be developed in a way that they would reflect the different development level of national markets i.e. in countries where the instant payment evolution started earlier more complex services could be promoted, while in other countries where instant payments are only recently introduced rather the basic functionalities can be emphasised initially, allowing for evolution in later stages.

The elaborated common communication messages are to be presented in the 16th ERPB meeting at the end of 2021 in the form of a note, which can be published both on the ERPB page of the ECB website and the ECB dedicated page on the retail payments strategy. These published communication messages would then be used by relevant ERPB stakeholder associations and their members (such as payment service providers, consumer groups or merchant associations). This would facilitate a flexible approach, in which stakeholders communicating towards end-users can tailor the content (the messages elaborated by the workstream) to the most adequate format and channel of communication.

The ERPB is invited to agree on the proposed way forward.