

# What does Digital Transformation mean for your business?

Learn how you can transform your small or medium size business (SMB) digitally.



- Is your business attracting new and existing customers?
- Does your business offer online shopping or take advantage of social media?
- Are you interested in saving time and costs when running your business?

Digital Transformation is happening now, and it's happening fast! Consumers are motivated to buy from businesses that offer convenient and easy shopping experiences – such as the ability to shop both online and in-store, use digital payments, and keep up with their favorite products and services online.

Take full advantage of all the digital tools and services available to help grow your business.

## Did you know?



**52%** of consumers surveyed say they would prefer to shop exclusively online



Over **80%** of consumers surveyed mention that digital related benefits, such as an easy-to-use website or a digital loyalty program, are motivating factors when deciding where to shop



**78%** of consumers surveyed rank a digital payment method, such as paying with a card or mobile device, as their #1 preferred payment option



**65%** of SMBs surveyed agree that consumers spend more when they pay using a card instead of cash



SMBs surveyed estimate that the average cost of processing digital payments, inclusive of direct expenses and labor costs, is **57%** less than processing non-digital payments<sup>1</sup>

PaymentSpring is a registered ISO/MSP of First National Bank of Omaha, Omaha, NE, and Wells Fargo Bank, N.A., Concord, CA.

Insights from Visa's Digital Transformation Research, 2018 Maru/Matchbox survey. See *Digital Transformation of SMBs: The Future of Commerce* on [www.visa.com/smbDigital](http://www.visa.com/smbDigital) for more details.

<sup>1</sup> Based on 2018 Maru/Matchbox survey. Digital payments defined as wire transfers, cards such as credit, debit, prepaid, mobile payments and peer-to-peer payments. Non-digital payments defined as cash, check and money orders. See *Digital Transformation of SMBs: The Future of Commerce* findings on [www.visa.com/smbDigital](http://www.visa.com/smbDigital) for more details.