Apple Pay Merchant Training Overview

Apple Pay is the safer, faster way to pay in stores with your iPhone and Apple Watch. Quickly check out using the devices you carry every day.

Follow these guidelines and best practices to ensure a successful Apple Pay customer experience.

**Key Messages**
**Apple Pay. A safer way to pay.**
Apple Pay is the safer, more private way to pay. It keeps customers from having to touch physical buttons or exchange cash when they're out getting what they need. Apple Pay is easy to use and simple to set up.

*Learn More and Watch Demos*

**Smooth and secure transactions.**
When making a purchase, Apple Pay doesn't keep transaction information that can be tied back to the customer. Apple Pay uses a device-specific number and unique transaction code. So the card number is never stored on the device or on Apple servers.

*Learn More*

**Did you know?**
*Apple Pay is easy and works with the Apple devices your customers use every day.*

You can process returns with Apple Pay using the Device Account Number, just like a credit or debit card payment.

*There are no additional fees for accepting Apple Pay.*

**Getting Ready to Train Your Staff**
Every store cashier should know that your store accepts Apple Pay on the date it is available. When a customer asks if you accept Apple Pay, the response should be “yes!” Beyond communicating Apple Pay acceptance, consider providing the following information:

- Customer is NOT required to enter a PIN on the terminal with Apple Pay for any payment amount.
- It's the same steps to accept Apple Pay on your terminal as how you accept contactless cards.
- It's the same steps to make void or refund on your terminal as how you handle contactless card returns.
- Please consult your bank partner for more details.
Apple Pay Customer and Staff Communications

Best Practices for Staff Communication

- **Enhance** your training materials by including photos and/or video of Apple Pay transactions in your stores.
- **Ensure** new hires are aware of Apple Pay by incorporating Apple Pay content into core training and documentation, and updating existing policy/procedures documentation, and tools as needed.

Let Customers Know You Take Apple Pay

Display the Apple Pay mark prominently on your payment terminal screen. Complimentary Apple Pay decals are available. Order from your Apple Pay contact.

Be sure your Cashier know where customers should hold the top of their iPhone or Apple Watch to make an Apple Pay transaction. Most of the time it’s where the contactless symbol is on the terminal.

Apple Pay Set Up is Fast and Easy

Using a debit or credit card to make a contactless payment with Apple Pay is fast and easy. Consider providing guidance on the ease of setting up Apple Pay and how to pay in stores, apps and on the web.

How to Set Up Apple Pay

Add your card to Apple Wallet to get started.

1. Open Apple Wallet.
2. Tap + to add your card.

How to Pay in Stores

**Using Face ID with iPhone X and later**
- Double-click the side button
- Glance at the screen, hold top of iPhone near reader screen
- Your passcode works as well

**Using Touch ID with iPhone 6S and later**
- Rest finger on Touch ID
- Hold top of iPhone near reader screen
- Your passcode works as well

**Paying with Apple Watch**
- Double-click the side button
- Hold the display of Apple Watch near the reader screen

Additional Resources

Contact Apple Support
https://getsupport.apple.com/?PGF=PGF90001

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