

CASE STUDY

Wearable paytech programme sought special collaboration for charitable giving initiative

Global Processing Services (GPS) extends financial inclusion activities by enabling fee-free donation through McLEAR.



About McLEAR

McLEAR, in Strategic Alliance with VISA Inc, is a leading wearable technology company for payments, security, and fashion globally.

McLEAR prominently showcased the world's first payment Ring alongside VISA at the Rio Olympics, Super Bowl 51, Eurovision 2017, and FIFA Confederates Cup 2017. McLEAR has unveiled its exclusive executive-class smart Ring to issuers worldwide. McLEAR invented the first NFC-based smart Ring and is responsible for kick starting the wearable technology Ring space under its previous brand name of NFC Ring®.

About GPS

GPS is the issuer processor enabling many of today's most high-profile Fintech innovators and disruptors.

Certified by Mastercard and Visa to process and manage any credit, debit or pre-paid card transaction globally, GPS enables the emerging payments industry to deliver breakthrough innovations through a unique combination of proprietary technology, its people and partners.

GPS has integrated with over 40 issuing banks globally and operates programmes for 100+ clients in 60 countries using over 150 currencies, enabling its clients to innovate and deliver exciting new value propositions for end users around the world.

Situation

McLEAR is the pioneer of wearable payment technology for consumers and businesses. Since 2018, their Smart Ring has enabled over 100,000 Ringholders to make contactless payments globally with a simple tap of a hand.

The strong commercial success of its Smart Ring over recent years has been in step with the global trend towards contactless payments that has been driven by market dynamics, speed and consumer convenience. More recently, COVID-19 has further accelerated consumer adoption of contactless payments.

While this is good news for the growth of contactless payments, McLEAR saw the need to address an important unintended consequence of its technology innovation.

Challenge

McLEAR wanted to ensure that there was a technical solution in place so 100% of the amount donated would be received by the nominated charity. The team knew that it needed to capture transactions at the point of sale, move funds from its customers' wallets, and settle those funds and disburse the donations to every user-nominated charity. Usually, each payment would incur a transaction fee from the processor, so finding a way around this cost would be an important challenge to overcome.



Benefits

GPS has enabled McLEAR to achieve the distinction of becoming the first wearable payment technology brand to actively encourage their Ringholders to support charities and be able to pass on the full benefit of their customers' generosity to charities without the deduction of fees.

The charitable donation feature, RingPay Giving, was a key part of a broader enhancement to the McLEAR smart Ring, which in partnership with Parsnip also saw the addition of loyalty and cashback functionality. Ringholders can set rules and manage their Ring through a dedicated app, which also gives them access to numerous exclusive features and benefits.

'No other wearable or even card programme does what we have achieved with the support of GPS. This is an important strategic achievement for McLEAR as we further align our technology, company ethos, and brand with a stronger sense of social purpose', Blondell concluded.

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Daniel Blondell
Chief Operating Officer, McLEAR

Solution

In a collaborative effort, the GPS and McLEAR teams assessed how this process could work financially, technically and administratively. The solution would need to support the new features such as RingPay Giving, RingPay Rewards and RingPay Cashback while ensuring that the customer journey was seamless and simple to encourage donations without any charge to the charity.

'GPS plays a very active role in supporting payment programmes that are financially inclusive and socially responsible', said Blondell. 'We took our idea to the team to see if there was anything they could do to help. GPS immediately saw the social value of what McLEAR and Parsnip were launching and agreed that it was not fair to either the charity or the consumer if fees were levied on donations to good causes'.



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