Date: Sep 4, 2023

Customer Name: Imfungaa

Survey Type: Customer

During: 30 minutes

Octopus was the most preferred payment method due to its ease of use and security for small-value transactions, while credit cards were used for large-value transactions to get cashback. However, credit cards were sometimes seen as complex and problematic. The customer mentioned one recent news related to Standard Chartered about security.

The customer has experienced loyalty program from credit cards and value the cash back. The customer uses Google Pay the most often with credit card linked behind when it comes to loyalty program.

Customers were concerned about security subject to theft, counterfeit, and fraud, but settlement time and transaction rewards were less important. The hypothetical e-HKD was generally well-received, with customers willing to try it out if their concerns were addressed.

The most useful potential use cases for the e-HKD were cash-on-delivery, cross-border retail payment, and offline P2P payment. Customers valued automatic rewards and the ability to track transaction history. Cross border retail payment can avoid fees charged by other methods.