

DFS becomes the first international merchant to enable WeChat Facial Recognition Payment outside mainland China

DFS is making payment more convenient for Chinese shoppers by enabling WeChat Facial Recognition Payment outside of mainland China. It is also the first global merchant to do so outside mainland China.

In a press release, DFS said this partnership “enhances the check-out experience for DFS’ Chinese customers by offering unparalleled efficiency, safety and convenience.”

Last month, DFS piloted 10 WeChat Facial Recognition Payment devices at T Galleria by DFS, Macau, City of Dreams after the government of the Macau Special Administrative Region gave the approval. After this, the next DFS store to receive the payment technology is T Galleria Beauty by DFS in Hong Kong’s Causeway Bay. DFS will gradually roll out the payment technology to all its locations around the world.

Before enabling the WeChat Facial Recognition Payment, customers had to provide a unique QR code on their telephone and manually scan. Now, customers simply look at the camera to complete payment. This simplifies the transaction process, decreases the waiting time for customers and increases efficiency and shopping flow for the retailer

Commenting on the new payment feature, Zac Coughlin, Chief Financial Officer, DFS Group said: “Facial recognition payment has become the predominant form of digital payment amongst key retail market players, further closing the gap between the online and offline experience. We are immensely proud to become the very first global merchant outside mainland China to enable WeChat Facial Recognition Payment, as part of our commitment to constantly adapt to the ever-evolving needs of our customers.”

WeChat Facial Recognition Payment is currently available only to customers with a valid Chinese form of identification.