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Zelf Researcher Olga Kazmina says the money in messengers is the future of personal finance. Money in messaging apps could be a credit card replacement, debit, credit cards or even crypto. We will examine what makes money in superior messaging in some cases of use and when they fail, what are the current payment solutions for messengers are with their advantages, deficiencies and development plans. In 2020 it is time to live the cross-border banking sector makes the transaction possible to anyone in the world. Researcher at Zelfwhatsapp, Facebook Messenger, Viber, Wechat, Line and more have become the ubiquitous apps, each in its own region. In addition to texting, sharing media, public chatters and chats, these platforms are becoming a method of payment with a different success. In this article we will explore the concept of money in messengers as another payment method as well as cash, debit, credit cards, digital portfolios or even crypto. "We'll see what makes money in superior messengers in some cases of use and when they do them, what are the current payment solutions for messengers with their advantages, deficiencies and development plans. Let's go! What is fantastic money. In Messengersbanks and the start-ups they started experimenting with money in messengers after Facebook announced its chatbot platform in 2016. Since then, many banks have created support chatbots on Facebook Messenger and other platforms, but they failed To provide a used user-friendly product with complete banking features. But I believe it is the future of personal finance and is why: 1) No transfers commission - the main banking gasket is transaction commissions. Being Burgidy Corruper or local payments, a huge quantity is always eaten by your bank or payment system. Messenger Banking solutions reverse the order of things And they give power to users of messengers' platforms just as they allowed us to exchange free messages rather than SMS. If it has not been eliminated entirely, taxes should be minimized. 2) send money the fastest and easily how to send a photo or a traditional banking message is clumsy. At its best, you have to press many buttons in the app: Log in, select, confirm, confirm, confirm. You don't have to be so long and you don't have to download another app on your phone that monitors your position, transactions, contacts and so on, compromising the safety of your money. If you want to receive money, forward your personal link to the chat above or below. Any friend of your contact list can receive and send you money without leaving the conversation. Ideally the money in messengers should be multi-platform and not be limited to the exchange between users of a messaging app. 3) instant notifications must be under control. In messengers any operation comes from a message you haven't lost. Cheap. Your account is always under your view and you will be aware of each transaction. The text and the voice and the voice instead of the buttons is the future of our interaction with technology. I think so because according to the search you can save up to 4 minutes of your time on each transaction using the voice. Furthermore, the ux voice is much more native to humans, and for fans of vocal messages is a pleasure alone. Many Fintech companies such as Cleo or Plum have already implemented financial assistants with natural language processing technology to simplify our interaction with money. This is also naturally with the conversational nature of messaging apps. 5) The cards are optional. China has skipped the credit card phase and interrupted directly into the future Cash of Wechat payments (more in their case). In the western world cards were the most rapid growth payment means, but card payments still do not have the same degree of interoperability and harmonization that can be reached by banking in messengers. Along with the adoption of non-contact payments, money in messengers could present a small addition to reduce plastic plastic In 2020. 6) All your friends are already there are not necessary to ask your friends to download an app, or worse yet, get another credit card. All you need is to send them a link with payment information or choose the person and put the amount of money to send. Ideally we should be able to choose if we want to pay with the transfer of 2 card cards or a simple P2P transfer or another payment method when we open a new transaction inside the messaging app. 7) Truly International In 2020 is the time to live the transversal edges. Messenger Banking allows you to deal with anyone around the world quickly and free. Your partners, customers or even are sitting on the same platforms, so you can simply add transactions to your daily communications. The competition in Messenger Banking Landscapes A market researcher currently working for Zelf I have an acquired interest to explore the landscape of emerging digital payments in messaging applications. Large and young players are entering the area with different approaches. While the giants like the signal and the telegram have an attempt to create their own digital cash systems, Facebook is testing P2P payments in Instagram, Messenger, Whatsapp ecosystem, Facebook. In 2020, we will see Facebook Roll Out Facebook Pay and Whatsapp Pay in Select countries and offices after their debut in us two years earlier. While it is nice to see a social giant, enter the personal financial space, whatever the technology within it clear that payments will only be limited to Facebook platforms, while a multi-platform messaging payment solution is still not in view . It can trust large technological companies with your data in terms of financial security (even if the databases are still violated from time to time). But you might be interested given to Facebook privacy scandals to share all your transactional data A € à, ~ "Favorite places, purchases, customers, etc. . With all the numerous third parties who sell data? A, moreover, even if the Money is transferred to the right due to the cause with the Facebook pay you still have to wait several days for a receipt. So as always with technical corporations, there is stability, trust and scale on one side and privacy problems together with Platform limits on the other. While Facebook payment solutions are integrated into your apps as a bonus functionality, for Chinese technological tenent payments are actually a key part of Wechat Messenger. A € if you go to China today, you will not be Able to pay anything without Wechat or Alipay. The Chinese jumped the debt / credit card phase and jumped from cash, only to hassle, mobile payment only the company in just 5 years. A difference SORP Rendering from slow western financial and bank infrastructure. If you don't have a Chinese phone number and a bank account, it was officially allowed to use it. Therefore, foreigners are limited to money. Unlike the facebook payment in which users connect their current bank accounts and use their debt cards to recharge the account, in Wechat you can keep money directly in the app. - another difference is asian love For QR codes A € à, ~ "they took the storm continent and became the à €

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