

## Smartphone pay comes to Wal-Mart

By: James Dunn  
June 30, 2016



Wal-Mart started its Walmart Pay app in California on Thursday, allowing customers to pay with their smartphones in Wal-Mart stores. The technology works with any iOS or Android device, and draws funds from any major credit card, debit card, prepaid or Wal-Mart gift card.

Wal-Mart has stores in Windsor, Rohnert Park and Napa.

The company launched the app in December, and plans to complete the rollout in 2016. “Walmart Pay is the latest example of how we are transforming the shopping experience by seamlessly connecting online, mobile and stores for the 140 million customers who shop with us weekly,” said Neil Ashe, president and CEO of Walmart Global eCommerce.

Once installed, the Wal-Mart app can be used to check whether an order is ready for pickup at a store, to refill prescriptions and to locate an item inside a store. An eReceipt is sent to the app following a transaction, and can be viewed any time.

“We made a strategic decision to design Walmart Pay to work with almost any smartphone and accept almost any payment type, even allowing for integration of other mobile wallets in the future,” said Daniel Eckert, senior vice president, services.

Though the Wal-Mart app is new to California, it was rolled out in other states, and some 20 million customers use the program every month. It is among the top three retail apps sold in Google and Apple app stores, according to Wal-Mart.

Wal-Mart has more than 11,500 stores in 28 countries, and e-commerce websites in 11 countries. In 2015, the company had revenue of \$486 billion, and employs some 2 million worldwide.

<http://www.northbaybusinessjournal.com/industrynews/technology/5798922-181/smartphone-pay-comes-to-wal-mart>