



Contactless Makes a Splash in Denmark.

Contactless payment terminals from Verifone allow this Danish company to accept contactless payments from cards or mobile phones nationwide. For Joe & The Juice, this is just the beginning.

JOE & THE JUICE already has Verifone payment devices in most of its bars, and now these devices are ready to accept contactless payments. “We work very methodically to create good relationships with our customers and a good atmosphere in our stores,” said Kaspar Basse, founder and chief executive officer. “If new technology can help that experience along, then we will be happy to lead the way. Contactless payment is a very good example. We get faster and simpler payments, and the guest and the employee have more time to talk to each other.”

Chain Growth

Kaspar Basse, a former member of the Danish national karate team, founded the first Joe & The Juice in 2002. The karate team’s focus on health and nutrition inspired Basse to create Joe & The Juice, a chain of stores that would measure up to the standards of the American coffee company, Starbucks. Joe & The Juice is growing rapidly worldwide with a total of 128 juice bars to date, but the 51 Danish stores still make Denmark the homeland of Joe. In Denmark alone, the chain has more than 100 payment

devices installed, and almost all are prepared for NFC payments. “We are destined to be a frontrunner when it comes to NFC and contactless payments from the mobile phone,” said technology manager Mads Blankenburg. “Our payment devices are ready for it now, and we already accept contactless payment by card. We will introduce mobile payment as soon as we can—our customers will certainly be ready for it.”

New Terminals

“We are very pleased to work with Verifone, who supplies the payment devices. The folks at Verifone are easy to do business with, and we constantly need new terminals when we open new stores,” said Mads Blankenburg. “Today, we have a paper loyalty card. We give a discount to our frequent guests and we would like to retain good customers. Longer term, it will be obvious to link payment and loyalty together and preferably directly to the customer’s smartphone. We are working with these ideas in the lab.” ■