About Uber

Uber is a leading transportation network company in India with a presence in more than 100 cities. Uber services in India include peer-to-peer ridesharing, ride service hailing and food delivery.

Getting cash users to adopt digital Payments

As a part of its expansion strategy in India, Uber introduced cash as a payment mechanism on its app. However, managing cash transactions across the entire value chain led to increased overheads and expenses for the business. Uber’s objective hence, was getting users to switch from cash to digital forms of payment. Uber wanted to provide its users a payment mechanism which offered the convenience of paying straight using their smartphones and reducing friction in finishing the ride.

Google Pay solution

Google Pay and Uber worked together to bring UPI based payments to Uber users. Uber listed Google Pay prominently as a form of payment on the Uber app, allowing users to discover and seamlessly link their Google Pay account with Uber. As soon as the ride ends, user receives a payment request on the Google Pay app which they review and approve. By paying directly from their bank account, users also don’t have to worry about carrying exact cash for their ride.

Results

With the convenience of paying directly from their bank account and the assurance of Google security, more than 50% of the riders switching to Google Pay were users who predominantly used cash as a payment method in the past. 63% of these users were from outside the top 8 metro cities in India. Uber was hence able to drive a lot of value for its users and business as a whole by integrating Google Pay a simple, reliable and secure payments solution.