



LUXE TEAMS UP WITH ANDROID PAY TO SIMPLIFY THE USER EXPERIENCE.

THE CHALLENGE

A stress-free user experience

City dwellers and parking – it’s a contentious rivalry in which the drivers usually lose. Until Luxe came along as an on-demand valet parking and car services app. In six US cities, drivers can now park, commute, and maintain a car without stress. Luxe believes owning a car should be simple. But it needed a way to make paying for the service simple, too.

THE SOLUTION

One-click payment

“We wanted to ensure that onboarding with Luxe is just as easy and simple as using the service, and adopted Android Pay to streamline the signup and registration flow,” says Phil Farhi, VP of Product Management. Top apps and businesses use Android Pay to provide millions of Android users with a simple way to pay, and provide billing information. For Luxe, it simplifies the onboarding flow into one click. And turns an overwhelming process into a stress-free experience.

THE RESULTS

Increasing conversion

Android Pay lets Luxe users pay and provide billing information with one click. And it’s paid off. Android Pay users are 38% more likely to convert than non-Android Pay users.¹

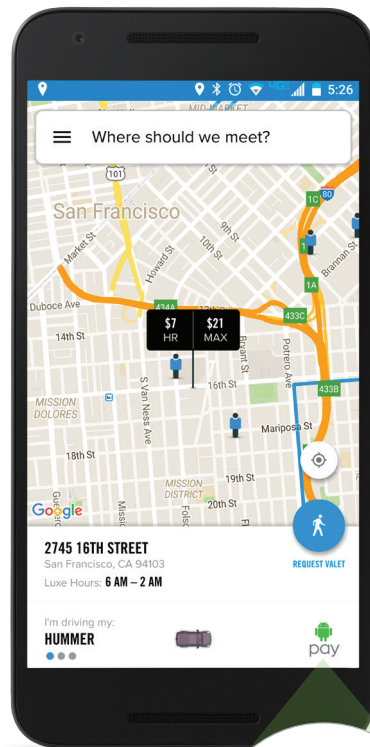
Seeing higher spend

Luxe offers more than just on-demand valet. They can also wash and fuel the car. And users have options, like tipping and subscribing monthly, too. Across all of the app’s services, Android Pay users spend more than non-Android Pay users.

In fact, Luxe has seen **16% higher spend** from Android Pay users.²

Keeping security a priority

Luxe prides itself on industry-leading safety and security. So it only makes sense to implement a secure way to pay. Android Pay uses virtual account numbers, so the user’s card details are not shared with merchants.



+38%
MORE LIKELY
TO CONVERT



THE BIG IDEAS

- Simplify your payment flow for millions of users
- Increase cart conversion
- Keep your current payment processor
- Implement in minimal time

At no additional charge. Just pay your processor’s current standard processing fees.

“Even for a small startup with limited engineering resources, integrating a feature like Android Pay means minimal overhead.”

– Phil Farhi,
VP of Product Management.

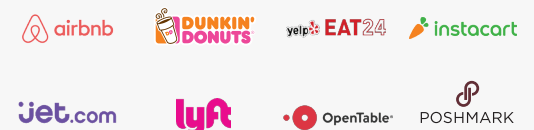
WHAT THEIR DEVELOPERS SAY

“For Android Pay most of the work (beyond the business logic) was finding the sweet spot between sticking to the official design guidelines and a natural look and feel inside the Luxe app itself.”

“The easy integration with existing payment gateways (Stripe, Braintree) makes implementation a breeze.”

“Messing with payments is scary. Integrating Android Pay was easy and allowed for us to concentrate on dealing with our core product and service.”

APPS USING ANDROID PAY



And so many more. See the [full list](#) of apps using Android Pay.

To learn more about simple payment on your Android app, visit <https://developers.google.com/android-pay/>

^{1,2}Data Analysis, Luxe Valet Inc. (2016)
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