

Proposal of communication actions

ERPB Secretariat

Background

- On 9 October 2025, the obligation for PSPs to offer payers the verification of the payee (VoP) will enter into force in the eurozone.
- VoP will be available in any payment channel to initiate credit transfers and instant credit transfers falling into the scope of the Reg. 2024/886.
- With a few exceptions in the EU, VoP is a service which is new for payment services users.

Problem description

- PSP industry has raised concern about potential impacts of the start of VoP on the customer experience, especially for consumers.
- PSPs fear that an unexpected number of notifications of “almost” and “no” match, or of other VoP exceptions, could lead to high rates of checkout abandonment, delayed payments and customer services being overwhelmed.

Payment services users need to be informed that PSPs will carry out a new anti-fraud check and that they could be prompted to take a decision in relation to the outcome of such check during the payment initiation.

In addition to the information given by PSPs, national payment committees could play a role

- PSPs will inform their own customers about the VoP service, the purposes, the functioning, the liabilities.

PSPs should develop asap the upcoming VoP communication to customers

- National payment committees could also be the body to define further harmonised actions in the national community
 - *fostering vertical information from associations to members*
 - *coordinating payment services users and payment service providers*
 - *defining plans (players, timelines, means).*

In the upcoming meeting, the European Forum for Innovation in Payments will discuss the involvement of national payment committees in possible actions regarding communication on VoP.

However, some VoP outcomes could need specific messages

- PSPs warn that **some cases could need dedicated attention** to mitigate the impact of VoP on users. For instance: what to communicate when VoP service is not available for technical reasons?
 - *Verification check not possible*
 - *Response not received*
- Communication dedicated to specific cases could help – especially during the roll out phase.
- In these cases, divergent objectives (*limiting the rate of transaction abandonments and preventing fraud*) or non-homogeneous information between PSPs could ultimately increase confusion for users.

For these reasons, a cooperative approach is proposed in the ERPB context

Task Force dedicated to define targeted messages

- A Task Force could be established under the auspices of the ERPB
- The aim of the Task Force would be **to select VoP outcomes where specific messages** are needed to limit uncertainty for users, and to define such messages.
 - Liabilities and obligations in the Reg. 2024/886 are a given; the Task Force cannot address legal doubts.
- Suggested that the Task Force be composed of:
 - Volunteer ERPB members representing the supply side of the market (at least the banking sector and the EPC)
 - Volunteer ERPB members representing the demand side of the market (at least one of the consumer associations)
 - ECB and a few national central banks
 - European Commission as observer.

Limited in time and focused on the deliverable

- Time is limited. The Task Force should deliver by end of July, to give time for PSPs follow up in the light of the October deadline.
- Timeline
 - by 27 June - receive candidatures and set up of the Task Force
 - by 7 July - supply side of the Task Force provides a proposed text of the messages that they would like to give to customers in VoP outcomes that they believe that may give rise to uncertainty and could confuse customers
 - by 14 July - demand side of the Task Force approves or proposes amendments to the text of the messages
 - by 21 July - drafted text messages submitted to the ERPB in written procedure.
 - by 28 July - finalization.