Claims

1. A computer implemented method of initiating a transaction, the method comprising

receiving a transaction initiation request, the transaction initiation request comprising an indication of a merchant; an indication of a transaction trigger condition; and an indication of a payment card account;

monitoring an event status and comparing the event status with the transaction trigger condition; and

in response to the event status matching the transaction trigger condition, initiating a transaction between the payment card account indicated by the indication of the payment card account and the merchant indicated by the indication of the merchant.

2. A method according to claim 1, wherein the transaction indication request further comprises an indication of a booking.

3. A method according to claim 2, wherein the booking is a booking for a taxi or minicab service.

4. A method according to any one of claims 2 to 3, wherein the transaction trigger condition is the arrival of a transport service at a location.

5. A method according to any preceding claim wherein monitoring an event status comprises receiving an indication of an arrival status of a transport service.

6. A method according to any preceding claim wherein the trigger event is the arrival of a global navigation satellite system enabled device at a trigger location.

7. A method according to claim 6, wherein monitoring an event status comprises receiving a signal indicating the position of a global navigation satellite system enabled device.

8. A method according to claim 7, wherein monitoring an event status comprises repeatedly sending position indication requests to the global navigation satellite system enabled device.

9. A method according to claim 8, wherein monitoring an event status further comprises adjusting the separation of the position indication requests depending on the distance between the position of the global navigation satellite system enabled device and the trigger location.

10. A method according to claim 1, wherein the transaction indication further comprises an indication of a product purchase.

11. A method according to claim 10, wherein the transaction trigger condition is the beginning of a sale or offer for sale of a product or service.

12. A method according to any preceding claim, further comprising generating a transaction pre-approval request in response to receiving the transaction initiation request.

13. A non-transitory computer readable medium having stored thereon program instructions for causing at least one processor to perform a method according to any preceding claim.

14. A system for processing a transaction authorization request, the system comprising:

a computer processor and a data storage device, the data storage device having a monitoring module; and a transaction initiation module comprising non-transitory instructions operative by the processor to:

receive a transaction initiation request, the transaction initiation request comprising an indication of a merchant; an indication of a transaction trigger condition; and an indication of a payment card account;

monitor an event status and comparing the event status with the transaction trigger condition; and

in response to the event status matching the transaction trigger condition, initiate a transaction between the payment card account indicated by the indication of the payment card account and the merchant indicated by the indication of the merchant.

15. A system according to claim 14, wherein the transaction indication request further comprises an indication of a booking.

16. A system according to claim 15, wherein the transaction trigger condition is the arrival of a transport service at a location.

17. A system according to any one of claims 14 to 16, wherein the monitoring module further comprises non-transitory instructions operative by the processor to: monitor an event status by receiving an indication of an arrival status of a transport service.

18. A system according to any one of claims 14 to 17, wherein the trigger event is the arrival of a global navigation satellite system enabled device at a trigger location.

19. A system according to any one of claims 14 to 18, the data storage device further comprising transaction notification module comprising non-transitory instructions operative by the processor to: send an indication of the transaction to a device associated with a cardholder of the payment card account.

20. A system according to any one of claims 14 to 19, wherein the transaction initiation module further comprises non-transitory instructions operative by the processor to: generate a transaction pre-approval request in response to receiving the transaction initiation request.