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# Economy Energy chooses PayPoint's multi-channel payments platform

**PayPoint's MultiPay gives Economy Energy customers the freedom to pay via an app, online, text, phone or in-store**

PayPoint today announced that fast-growing, independent UK energy supplier, Economy Energy has implemented its fully integrated payments platform, MultiPay. Enabling payments via app, online, text message, phone, or at over 29,000 local stores, MultiPay helps to enhance Economy Energy's customer experience, increasing flexibility by allowing consumers to pay for energy in the way that best suits them.

Launched in February 2011, Economy Energy now provides gas and electricity to over 250,000 customers across the country. Marc Brook, Head of Smart at Economy Energy commented: "We are committed to delivering the best possible experience and central to this is providing a range of different payment options for customers. PayPoint's MultiPay platform has enabled us to further enhance the service we offer, bringing convenience and simplicity to our customers in how they pay and interact with us."

As a leader in payment technologies PayPoint is uniquely able to provide a single, integrated solution across multiple payment channels. This gives customers complete flexibility to choose to pay using whichever method is most convenient for them at the time – by credit and debit card using their mobile phone, tablet or PC, on PayPoint's tailored app, or in cash at any of the 29,000 convenience stores in PayPoint's UK retail network.

Lewis Alcraft, Commercial Director at PayPoint, added: "MultiPay is a true multi-channel solution. It combines our unrivalled retail network of convenience stores with the full range of digital channels, meaning that organisations, such as Economy Energy, can be visible and accessible wherever their customers are – at home, on the move or in store." Alcraft continued: "Consumer behaviour is shifting and we believe businesses do best when they embrace technology. The ability to be able to handle both cash and digital payments is vital in order to keep modern life moving."

MultiPay has been developed to be completely modular, meaning that service providers have the freedom to implement specific payment channels as required.