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# LAUNCH: PayPoint retailer survey 2024

**Welwyn Garden City, 20 May 2024:** Today, PayPoint announces the opening of its annual survey across the company's 28,000 strong UK retailer partner network. The survey invites PayPoint retailer partners to give direct feedback to the company on overall customer experience and satisfaction, as well as suggestions on how to evolve its operations.

Independently conducted by Savanta, it takes respondents approximately 15 minutes to complete and also offers the chance to win one of 30 £100 Love2Shop vouchers in return for their time. It will be open to respondents from 20 May 2024 to 28 June 2024. This year's survey also includes new questions, to further gauge and improve the ways PayPoint should proactively engage with retailers in order to support them with their day-to-day operations.

The process of gathering feedback from retailers is of significant strategic importance to PayPoint and its retailer network alike, with tangible actions being taken each year as a direct result of the findings. This includes:

## 1. **Enhanced opportunities to earn**

A 16% increase in commission paid to retailer partners following the launch of new services, such as Counter Cash, FMCG campaigns from major consumer brands, digital voucher sales and increased Collect+ parcel volumes. These services are of high value to local communities, while enabling retailers to boost their bottom-line revenue.

## 2. **Card payments, in partnership with Lloyds Cardnet**

Improvements to PayPoint's proposition in terms of pricing, service and support, including new and improved pricing and next day settlement, which is free of charge and improves cash flow. This has resulted in even more retailers now offering card payments. PayPoint is so confident it can help every retailer partner save money on their card processing fees that it encourages them to take its Price Challenge – if PayPoint can't save retailer partners money, it will give them £250.

## 3. **Launch of WhatsApp platform**

PayPoint's survey has shown that a number of retailer partners actively use WhatsApp for their daily communication with their professional network and colleagues or employees. As a result, PayPoint will be launching a dedicated WhatsApp channel over the next year, to provide further ways for the company to share best practice, training and essential information with retailers.

## 4. **Increased visits from relationship managers**

Our survey has told us that retailers have emphatically appreciated this change, with a

positive NPS and over a third finding the visits extremely helpful, so we have increased the number of visits that we make to hear from retailers directly and help them utilise the many new services in store to generate additional revenue.

**Ben Ford, PayPoint's Customer Experience Director said:** "Just as it does every year, the launch of our 2024 retailer survey marks PayPoint's ongoing commitment to acting on the direct feedback and insights garnered from retailer partners throughout the UK.

"While we source and collate feedback from retailer partners on an ongoing basis via our relationship managers, the survey acts as a key moment in time for businesses to tell us what we're doing well, what they would like to see more of and make a real contribution to the tangible evolution of our business. With this in mind I would strongly encourage all retailers to participate and look forward to reviewing the results once its completed."