

Npower signs up with PayPoint in West Midlands

PayPoint's electricity meter prepayment service now covers all of the UK

Welwyn Garden City, 18 March 2013: PayPoint's 1,700 retailers in the West Midlands are to benefit from the decision by [npower](#) to enable its customers to top up their gas *and* electricity meters using PayPoint.

Npower serves households in the West Midlands in the metropolitan boroughs of Birmingham, Wolverhampton, Dudley, Sandwell, Solihull and Walsall as well as parts of Worcestershire, Warwickshire, Gloucestershire, Herefordshire, Shropshire and Staffordshire. The extension to the contract with PayPoint means that all npower's prepayment meter customers can make use of the easy access and convenience of PayPoint's service to [top up their meters](#) anywhere in the country.

"This is the final piece in the jigsaw," said Andrew Goddard, Retail Director at PayPoint UK & Ireland, "and will give a great boost to PayPoint retailers in the region. Not only are these customers able to choose to visit shops with PayPoint to top up their gas and electricity meters, but our retailers in the West Midlands will be able to free up useful selling space on their counters as they only need one terminal to serve all their customers' needs.

"We are delighted that npower has extended its relationship with PayPoint into the West Midlands after many years of working with us in all other parts of the country. Our role is to provide convenience for the consumer and generate revenue for the retailer and this new partnership will benefit everyone. We know from independent research that customers really appreciate the convenience of [topping up](#) their meters at PayPoint shops, not just because they are so close to where they live and work but because they value the high quality of the customer service they experience in these shops.

"We also know that more than two-thirds of PayPoint customers buy additional goods when they visit a shop to make a payment, so being able to top up npower electricity meters for their customers will be a great boost to footfall and sales for PayPoint retailers in the West Midlands!"

PayPoint is supporting the new service for the West Midlands with campaigns using receipt messages (TAGs) and its Facebook page to make sure npower's customers in the region know they can now go to their local shops with PayPoint to top up their prepayment meters.

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