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PayPoint launches barcode top-up service for SMARTY mobile

Welwyn Garden City, 27 May 2020: PayPoint has launched an exclusive top-up service for SMARTY, the SIM-only mobile network.

Customers that wish to join SMARTY can top-up a SIM pack in-store at any of PayPoint's 28,000 outlets across the country. Retailers can simply scan the serial number on the back of the SIM pack to directly activate a SMARTY plan. Barcode top-up is also available to existing SMARTY customers who can access a barcode by logging into their dashboard via smarty.co.uk, which can then be presented to the retailer to scan.

SMARTY is the first mobile network that PayPoint has partnered with where top-ups will not be applied using an e-voucher or swipe card, but by a barcode which allows credit to be applied directly to the customer's account. The new service will take away the need for consumers to manually input a voucher number or call an interactive voice response number.

Danny Vant, Client Services Director at PayPoint, said: *"We're pleased that we were able to add this service to our overall offering, transforming convenience for both SMARTY customers and our retailers. SMARTY is a mobile network breaking new ground and our new top-up solution matches that ambition."*

Elin McLean, General Manager at SMARTY said: *"We're delighted to launch this service with PayPoint. We're already known for our high-data, low price SIM-only tariffs, but this partnership provides much needed convenience for all new and existing customers."*