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PayPoint partners with WHSmith to accept i-movo digital vouchers across UK stores

31 March, Welwyn Garden City: PayPoint today announces that WHSmith has implemented its i-movo secure digital voucher service across all of its UK stores. The move is driven by WHSmith's strategy to remove paper vouchers from its supply chain for an improved customer experience and reduced environmental impact.

The roll-out includes both assisted and self-checkout point-of-sale systems. In doing so, WHSmith becomes the first UK retailer to implement the i-movo service across both platforms and will increase i-movo coverage to 61,500 points-of-sale in 77% of UK post codes*.

FMCG brands use i-movo as part of PayPoint's Engage scheme to measure the effectiveness of online marketing to drive new product introduction, sampling and sales promotions. Vouchers are delivered in seconds via SMS or email and provide the vital link between screen and store as each is unique and fully traceable from issue to redemption.

The service is also relevant to newspaper publishers with The Guardian, The i Paper and Daily Mail offering the i-movo digital voucher option to print-edition subscribers as an alternative to traditional paper vouchers. The addition of WHSmith to i-movo's retail coverage is seen as vital for serving subscribers who commute or travel for business and leisure.

Lyndon Hearn, Chief Information Officer, WHSmith said: "WHSmith is committed to delivering fast and convenient store experiences for our customers, while also continually reducing our impact on the environment. We are pleased to be partnering with PayPoint and integrating our systems to i-movo which supports both of these goals."

Jo Toolan, Managing Director for Payments & Client Services at PayPoint said: "Our solutions for brands and publishers are now extremely mature and well proven. We are delighted that the i-movo service now includes WHSmith, one of the most familiar and trusted names in the UK retail landscape."

* A point-of-sale is a device capable of processing an i-movo transaction. Some retailers have multiple points-of-sale as defined from various service providers. i-movo has coverage in 8,679 post sectors out of 11,232 across the UK.