

7 Dec 2023

PayPoint recruits 1,700+ retailers for Park Christmas Savings

Christmas 2024 peak saver recruitment period now live supported by £2.5m national advertising campaign

07 December, Welwyn Garden City: With the deadline of 15th December now set for members of the Federation of Independent Retailers (the Fed) to become PayPoint Park Super Agents, PayPoint today announces that more than 1,700 retailers have already signed up, surpassing their 1,500 target.

With the £2.5m national advertising campaign now live to drive consumer awareness, the focus has now shifted to helping retailer partners recruit savers, with an extensive support package available, including training, digital and in-store POS, a YouTube masterclass and personalised support to make sure they're ready to make the most of this fantastic opportunity to earn over £1,000 a year in commission.

Park Christmas Savings, part of the PayPoint Group, is the UK's biggest Christmas savings club, helping over 350,000 families to spread the cost of Christmas. The scheme grants customers access to a wide range of gift cards and vouchers from over 140 of the biggest online and High St brands, including Argos, Primark and B&M, helping customers to better manage their household budgets through the rising costs of living and boost their spending power through regular offers and discounts.

Nick Wiles, CEO, PayPoint said: "We are now well into the peak recruitment season for savers for Christmas 2024, with a major advertising campaign now live across the UK, so it's incredibly important that our Super Agents act now to make the most of this opportunity. We have put in place an extensive range of tools and support to ensure they make this a success, helping them boost their earnings and helping families budget for next Christmas."

Muntazir Dipoti, National President, the Fed said: "The number of Fed members who have already signed up for the Park Christmas Savings service is a testament to their dedication when it comes to driving customer experience and supporting their local communities. We're proud to continue to work with PayPoint to offer this exclusive opportunity for our members and would encourage any interested retailers to put their names forward before the deadline on 15th December."

PayPoint retailer Judy Mercer, of Hamilton News, Belfast) said: "When we saw the opportunity to become a Park Christmas Savings Super Agent, it was a bit of a no brainer, mainly as there's a clear benefit financially. In the current economic climate, any additional revenue and security is welcome, and I'm sure that's true among almost all retailers of our size in the UK. One of the main reasons we partner with PayPoint is because of the large range of additional services and opportunities to earn they bring to the table."

Any retailers who haven't signed up by 15th December, can register their interest in becoming a Park Super Agent for the 2025 season by visiting <https://paypoint.com/parksavings>