

PayPoint's Annual 2022 Retailer Survey Launches Today

Welwyn Garden City, 26 April 2022: Today, PayPoint opens its annual survey for its full UK retailer partner network of 28,000 locations. The annual survey offers the chance for PayPoint's retailer partners to give direct feedback to the company on overall customer experience and satisfaction, as well as thoughts on how to improve operations.

The survey, independently conducted by Savanta, takes respondents a maximum of 15 minutes to complete and also offers the chance to win one of thirty £100 Amazon vouchers in return for their time. Importantly, it also guides tangible change. Last year's feedback from retailers led directly to the following:

1. Balance of contract charges

Balance of contract charges being reduced and simplified when they apply, giving retailer partners a more straightforward understanding of what to expect, and lower cost for the removal of devices and services from stores.

2. Retail Relationship Managers

Bespoke Retail Relationship Managers who provide tailored face to face support and training to retailers who offer services such as Counter Cash, allowing them to take advantage of the increased footfall it provides whilst simultaneously offering a vital service to local communities.

3. Retailer Rewards App

Launch of the MyStore+ rewards app to all retailer partners, giving them access to exclusive rewards, category advice, and up to date brand news. This included a partnership with McCurrach, a leading multi-service marketing agency, which launched with exclusive offers enabling retailers to earn up to £29 for simply stocking certain products and scanning them on the app.

Ben Ford, PayPoint's Retail Services Director, said: *"Each year when we undertake this survey we are inundated with insight and thoughtful suggestions from our retailer network on ways we can continue and improve upon the services that we offer all over the UK."*

“I would really encourage retailers to take advantage of this opportunity to feedback direct to the business. I’ve no doubt that, given the continued challenges and disruption since our last survey there will be a host of learnings they can offer to help us to keep building on the existing quality and value of our products.”