

Rapid take-up of new PayPoint broadband terminal

High speed transactions with PayPoint Rapid

Welwyn Garden City, 7 August 2012: More than 1,200 retailers with PayPoint terminals have switched to PayPoint Rapid, the new, faster transacting payments terminal which reduces transactions times by up to 70 per cent using a standard broadband connection.

The new PayPoint Rapid terminal benefits retailers by:

- Speeding up transactions, including mobile top-ups, Western Union, pre-paid cards and vouchers, Health Lottery and credit/debit card transactions
- Improving customer service
- Saving staff time
- Reducing costs by removing the need for a dedicated phone line

Retailers who have switched to PayPoint Rapid have seen an average increase of almost 10 per cent in credit and debit transactions, with some retailers seeing increases by as much as 80 per cent.

At the same time, many retailers have taken the opportunity to switch their broadband supplier to PayPoint's specially negotiated Business Broadband deal with TalkTalk, which enables them to make additional savings.

Mr K S Nagra of Mercury News in Leicester, who was an early adopter of PayPoint Rapid, said: "I don't regret switching to this new terminal one bit. Top-ups and pre-paid cards have always been a major part of my PayPoint business, so being able to process them far more quickly means that my staff spend less time on those transactions and more time serving other customers. My customers have even noticed the difference, especially those paying by debit or credit cards – and if my customers are happy, then so am I!"

According to **Seamus Smith, Managing Director, PayPoint UK & Ireland:**

"Like other recent innovations such as the new PPOS 'virtual terminal' which integrates into retailers' EPoS systems, and MyPayPoint, our new retailer extranet, our investment in PayPoint Rapid is designed to improve the overall service we provide to our retailers. We carry out lots of research among retailers to find out what they want from us and PayPoint Rapid is our solution to their appeal for faster transactions.

"We are increasingly focussed on developing new ways to help retailers improve their overall performance through a whole range of initiatives that cost them nothing. These include: new products, services and technology such as CollectPlus and contactless card processing; changes to how we do things, such as the introduction later this year of a simplified single net daily settlement of commissions and payments; and the huge expansion of our field team earlier this year, with each territory manager responsible for a smaller territory with fewer retailers, so they are better equipped to help with valuable advice and support."

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