

# Survey reveals positive value of PayPoint to independent retailers

PayPoint's latest survey of retailers' attitudes towards the services it provides has revealed that the company continues to be a valued partner that helps retailers to grow and improve their businesses.

PayPoint conducts an annual survey of around half of the 17,000 independent retailers in its 26,500-strong network (at the time of the research) to measure the success (or otherwise) of initiatives it has introduced over the last year, to identify weaknesses where it needs to improve and to find out what independent retailers believe are the benefits of offering PayPoint to their customers. The results from the research carried out in late 2013 were very encouraging.

Among the key measures in the survey:

- **87% of retailers believe that PayPoint is good or very good for attracting footfall into their store.** This is up on last year (82%) and the best in the five years that PayPoint has been running the survey. Only 3% say it is poor or very poor.
- **95% of retailers believe that having PayPoint in their store is important for their community.**
- **53% of retailers believe that having PayPoint in their store increases basket spend.** This is up on last year (46%) and the best in the five years of the survey. Only 19% say it is poor or very poor at increasing basket spend.
- **87% of retailers believe that the range of payment schemes and additional services from PayPoint is good or very good.** This is up on last year (81%) and the best in the five years of the survey. Only 2% say it is poor or very poor.
- **65% of retailers rate the quality of PayPoint's Contact Centre and retailer support as good or very good.** This is up on last year (60%) but it has been rated better in some previous years.
- **88% of retailers are satisfied with the transactions on the terminal.** This is up on last year (81%) and the best in the five years of the survey. Only 5% say it is poor or very poor.
- **78% of retailers are satisfied with the overall PayPoint service.** This is up on last year (71%) and in line with or a little ahead of prior years. 12% say they are dissatisfied, lower than previous years.
- **88% of retailers believe that PayPoint is good or very good at warning them about fraud.** A lower proportion than the previous year (5% vs 7%) think it is poor or very poor at warning them about fraud.

Andrew Goddard, Retail Director of PayPoint UK & Ireland, welcomed the results, saying: "We are clearly delighted that on the most important measures, retailers highly value the services that we offer and that we have seen some very welcome improvements in satisfaction levels. This shows that the improvements we've been introducing over the last few years are working – from the new Rapid, broadband-enabled terminal and PPOS 'virtual' terminal to investment in growing our Field team by over 50% to CashOut and Single Daily Settlement, all of which enable retailers to reduce costs, improve transaction speed and increase profitability.

"We have also listened to retailers about the quality of service from our Contact Centre and are already seeing higher satisfaction following some changes we've made. We are always seeking to

make further improvements so that contacting PayPoint becomes easier and more efficient for our retailers.

“We know there are some things we can do better so this survey gives us a tremendous opportunity to listen to retailers and act on their concerns. We are putting every bit as much effort into improving the retailers’ experience of partnering with PayPoint as we are in growing the range of schemes, products and services to increase footfall and sales, and further embed the shops into their communities.”

“This survey is an excellent and very quick way for retailers to tell us what they think of our services and their benefits to their businesses,” added Andrew Goddard. “We take the results very seriously and many of the improvements we have made over the years have been as a result of listening and learning from the results. I hope that retailers will continue responding to these surveys so they ensure their collective voice is heard.”

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