



PAYPOINT ANNOUNCES EXCLUSIVE PARTNERSHIP WITH SHOP SCAN SAVE®
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This September, SHOP SCAN SAVE® will launch in participating PayPoint stores across the UK. The unique mobile-based loyalty scheme will enable retailers to benefit from coupon schemes without the hassle of collecting paper coupons or having to wait weeks to re-coup their money. The scheme also enables the consumer to save on their shopping bills.

SHOP SCAN SAVE® is an innovative retail solution that binds together mobile phone technology and EPoS payment systems, so consumers can receive and request money saving deals by text message, as an alternative to tearing out paper coupons.

Shoppers sign up to Shop Scan Save® by texting "JOIN" to a standard rate SMS shortcode. Following the simple registration process, a unique barcode ID is sent to their mobile phone. Subsequently, SHOP SCAN SAVE® members receive regular, personalised SMS offers entitling them to discounts on popular items. When redeeming coupons, customers simply present their barcode ID, which is then scanned at the till along with the qualifying items to automatically receive the discounts they are entitled to.

Removing the paper based claim process will massively simplify coupon handling for retailers, who also face lengthy delays before being reimbursed for shopping discounts. With SHOP SCAN SAVE® the claim process is automatically handled by PayPoint and shopping discounts are returned to retailers within a matter of a few days.

PayPoint retailers will be sent information on how to opt into the SHOP SCAN SAVE® scheme over the coming weeks. Increased footfall and the fact the scheme will appeal to the 'Early Adopter' audience - especially the younger consumer - should encourage retailers to register their interest.

The SHOP SCAN SAVE® and PayPoint partnership means that UK shoppers in towns, cities and villages will never be far from a participating outlet and promotional offers from multiple major brands.

PayPoint's involvement with the scheme and planned national rollout follows a successful trial at Sainsbury's at Jackson's in Hull. The trial delivered an average 20% coupon redemption rate: sometimes up to 90% because members were able to request specific offers tailored to their shopping list. Therefore, retailers can expect to see instant benefits in-store.

PayPoint's CEO, Dominic Taylor said: "We are very excited about our partnership with The Light Agency, which represents an entirely new and innovative proposition for our retailers and their shoppers. With Shop Scan Save®, value flows from the brand owner to the consumer, rather than the other way around. In all other respects, SHOP SCAN SAVE® delivers traditional PayPoint values to our retailers by driving footfall in to stores and increasing sales. PayPoint is proud to be behind the UK's first nationwide scheme that uses mobile barcode technology to deliver targeted shopping discounts to consumers".

Marc Lewis, founder and chairman of The Light Agency who created SHOP SCAN SAVE® commenting on the deal said: "At the heart of this service is the mobile phone; with the majority of today's consumers never leaving the home without theirs, Shop Scan Save® offers brands and retailers an exciting new channel to talk to shoppers – and for shoppers we are creating the most personalised, real-time shopping basket deals.

"Linking with PayPoint is a landmark partnership for us; we've already seen great success in local trials, so now by having our technology installed nationwide in up to over 12,500 PayPoint stores we've a huge potential to change the way the UK shops!"