

CASE STUDY

**TECHNOLOGY:  
SMARTPAY  
POWERS UP  
RETAILERS WITH  
NEW APP**

## OVERVIEW

Smartpay is an innovator in easy-to-use payment solution technology, from wireless handheld EFTPOS terminals to free 'till in your pocket' apps. The New Zealand-owned and –operated company, which is traded on the NZX and ASX, is the market leader in world-class payment solutions. Smartpay launched Till2Go in May 2014 and released an updated version, with the Bill2Go tax invoicing feature, in October 2015.

Smartpay has supplied over 45,000 EFTPOS machines to more than 15,000 merchants across New Zealand and Australia. The free app has been downloaded from the Apple app store more than 1,000 times. It doesn't charge for debit card acceptance and credit card processing is charged at bank rates. Secure Wi-Fi is also required.

Alexander PR was briefed to help Smartpay identify an effective and meaningful way to communicate the convenience of the new app to business owners while positioning Smartpay as a thought leader in the market. The key to reaching Smartpay's audience was in simplifying the technical and industry-specific nature of the product and demonstrating its use in a situation familiar to any retailer or consumer.

Alexander PR assisted Smartpay in its outreach for an app tester to prove the app's efficiency and ease of use. Seven-year-old Whenuapai resident Dexter ('the Dude') was appointed the company's youngest app tester.

In selling bags of lemons and grapefruit at his cash-only roadside stall, Dexter ran into a typical problem among stall-holders, and found that he was losing sales to potential customers who weren't carrying cash. The tech-savvy young entrepreneur turned to technology and became a product tester for Smartpay when he put the company's Till2Go app to the test and began taking payments via EFTPOS.

# THE RESULTS

The news of this new app tester caught the attention of mainstream, local and industry media, which were curious to learn more about Dexter and how his use of the Till2Go app changed his business. Articles ran in [BizEdge](#), North Harbour News and Nor-West News. [Stuff.co.nz](#) produced a feature about how parents can help entrepreneurial kids become start-up success stories.

News of the young entrepreneur and Till2Go caught the attention of TVNZ's Matty McLean, who visited Dexter to see him in action selling his lemons. TVNZ interviewed Dexter along with Smartpay CEO Bradley Gerdis and a passerby who stopped to purchase lemons with EFTPOS.

TVNZ's '[Cashless society prompts new Smartpay app](#)' featured on ONE News at 6pm on 12 December 2015, and was shared widely on social media by supporting shows including [Seven Sharp](#). Downloads of the Till2Go app doubled after Dexter's story appeared on ONE News.

