

Loyalty app Oiyaa rolls out across Portsmouth encouraging people to shop local and giving a free £20 sign up credit

CUSTOMERS will be able to get their hands on offers, discounts and personalised rewards as a new loyalty app has launched in Portsmouth.

[Promoted by Federation of Small Businesses](#)

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[Portsmouth](#) is the UK's second city to roll out new community loyalty platform Oiyaa, which connects local retailers and consumers, and encourages people to shop locally by partnering with small businesses to offer discounts and personalised rewards to customers who make purchases via the app.

Consumers simply download the app to see local offers, and they can start to earn loyalty rewards immediately. They will also receive an initial credit of loyalty tokens worth £20 which can be redeemed at multiple local businesses.



New partnership with Oiyaa to roll out a new reward app connecting local retailers and consumers in Portsmouth Pictured: CEO of Oiyaa Neeta Dhorajiwala, The Mystic Coffee Lounge owner Kate May, sales and marketing lead from Heard About Sam Samantha McGrath and Charlotte Carter, freelance sales support from Mad As A Box Of Frogs Picture: Habibur Rahman

Oiyaa was designed by Neeta Dhorajawala, CEO of Localvalu, and it launched in Watford in June. It is also poised to launch in three other locations this year. Now Neeta said she hopes it will become a nationwide app by the end of next year. Neeta said: ‘We are fighting for what is valuable for the high street – rejuvenating the high street. ‘We believe that Oiyaa will be the go-to tool-of-choice for retailers in Portsmouth. We are excited to roll out here, as we played a major part in the Nectar Local trial, and our shareholders are based in Hampshire.’



Pictured: CEO of Oiyaa, Neeta Dhorajiwala Picture: Habibur Rahman





Marketing firm Heard About Sam will lead the project for Oiyaa in Portsmouth and it has already seen businesses such as The Mystic Coffee Lounge in Cosham sign up.

Kate May, who runs the cafe, said: ‘This is really good for the high street, to bring in new people to the shops. It’s a really good opportunity after the past 18 months to get people back in to the high street and support local businesses.’



Samantha McGrath, from Heard About Sam, said: ‘Oiyaa stands out as the newest app focusing on loyalty across the community. It’s important that Portsmouth’s businesses continue to grow, attract new customers and keep profits high.

‘Oiyaa offers a profit share to charities and organisations within the city, personally this makes it a natural choice to work closely in partnership with Shaping Portsmouth to ensure our community projects benefit from some extra funding.’

Oiyaa is free for customers.

It is open to open to all local businesses - from shops to hairdressers and from tradesmen to restaurants. There’s no minimum contract, no set-up fee or hardware costs, and it can also facilitate online ordering, pre bookings, order-at-the-table options, collections and deliveries at a fraction of the cost charged by other suppliers.

For more go to oiyaa.com/



SHOPPING APP OIYAA TO OFFER DISCOUNTS IN WATFORD



Watford Borough Council has struck a partnership with shopping app Oiyaa

A local shopping app is set to offer discounts in Watford town centre after striking a deal with the borough council.

Oiyaa partners with small businesses and offers discounts and rewards to customers who buy things via the app.

The company hopes it will drive customers towards supporting local businesses rather than spending money at online retailers.

Watford mayor Peter Taylor said: "I have no doubt that the Oiyaa app will prove to be a valuable asset to Watford retailers facing the current high street challenges."



It is hoped shopping app Oiyaa will give a boost to small businesses in Watford town centre.

Oiyaa is also donating a percentage of each transaction on the app to the Watford Helps Covid Appeal, which provides funds for charities playing a vital role in helping Watford recover from the pandemic.

Neeta Dhorajawala, CEO of Localvalu, which designed the app, said: "We believe that Oiyaa will be the go-to tool of choice for retailers looking to recruit and retain a new and loyal customer base.


"We have designed the app to be the 'Eat Out to Help Out' for every retailer on the high street."

Oiyaa launches on Tuesday June 8 with a sign-up event for local businesses at the Holiday Inn on Clarendon Road, which will also be attended by the mayor.

New Loyalty app launches to help small businesses recover after pandemic



LAUNCH Oiyaa CEO, Neeta Dhorajiwala with a colleague



An online business platform is launching its new loyalty app, in a grand opening ceremony at Chocstop in Bury.

Oiyaa is a company that aims to partner with small businesses and consumers to increase footfall through loyalty services and apps.

The new Oiyaa app can be used in any retail establishment that signs up to become an Oiyaa retailer through the company's website and involves the matching of a QR code at the tills.

Consumers who download the app automatically have a £20 token to start and every time they use it to reduce the price of items, in a system called "Self-circulating Loyalty.'

Neeta Dhorajiwala, CEO of Oiyaa, said: "We are a true community programme, and want to help the businesses that have been hit hardest by the pandemic.

"We are all about working with consumers and businesses to open the doors for smaller players and put them on more equal footing.

"My passion has always been to [work](#) with independent businesses who have been totally left behind and help them because they have been charged extortionate prices by some service providers, loyalty schemes and delivery services.

"We want to become part of the DNA of the high street and I am really excited about the launch because we're going to give small businesses the tools they need to bounce back stronger from the pandemic.


"I've always been passionate about working with small retailers and the pandemic has really hit them hard so we're very keen to help rectify that, by coming out with a rewards programme that is like Nectar on steroids."

Retailers who use the scheme must agree to give the customer a five pc discount.

In return they can have a free marketing tool via the app allowing them to make special offers not just to their existing customers but to all Oiyaa users, giving them a potentially bigger audience.

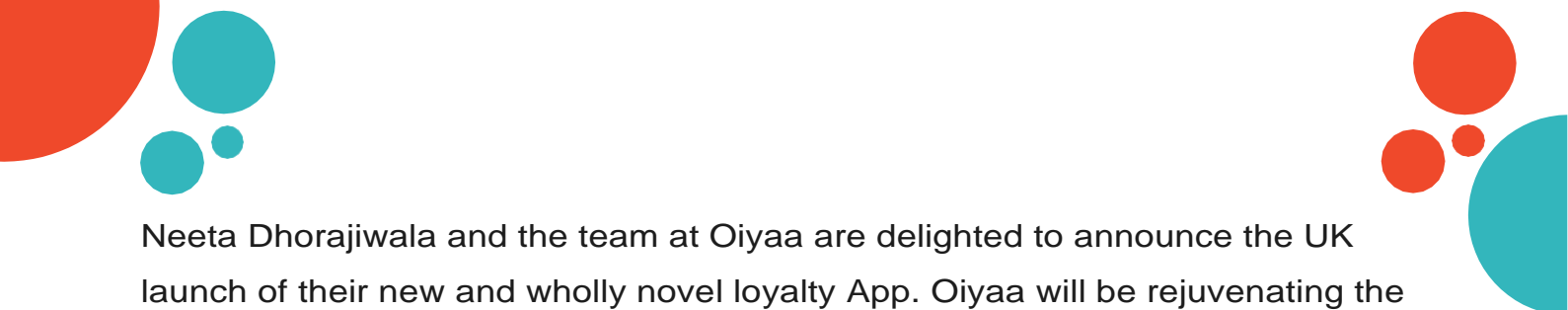
Several businesses in the Bury and Bolton area have already signed up for the app.

To find out more about Oiyaa, visit <https://www.oiyaa.com/#!>.



OIYAA PARTNERS WITH THE BANGLADESHI CATERERS ASSOCIATION





Neeta Dhorajiwala and the team at Oiyaa are delighted to announce the UK launch of their new and wholly novel loyalty App. Oiyaa will be rejuvenating the high street by unifying the local independent traders and restaurateurs and is set to be an intrinsic part of the new high streets DNA.


The Loyalty Discount is tirelessly working to open doors for those traders – the small players, present and future, championing them in the changing retail landscape to ensure nobody is left behind.

The team behind Oiyaa are now extremely excited to be partnering with the Bangladeshi Caterers Association itself over half a century old and one of the UKs oldest and largest group British Bangladeshi Restaurants and takeaways with presence on virtually every high street in every town nationwide. The Association now represents and supports well over 12,000 British Bangladeshi Restaurants.

Aimed at the small to medium sized business sector the Oiyaa App, launched with the support of the Mayor of Watford and Peter Taylor, and the Watford Chamber of Commerce the Oiyaa App will revolutionise retail customer loyalty with its combination of real time spend incentives for customers and valuable insights for retailers.

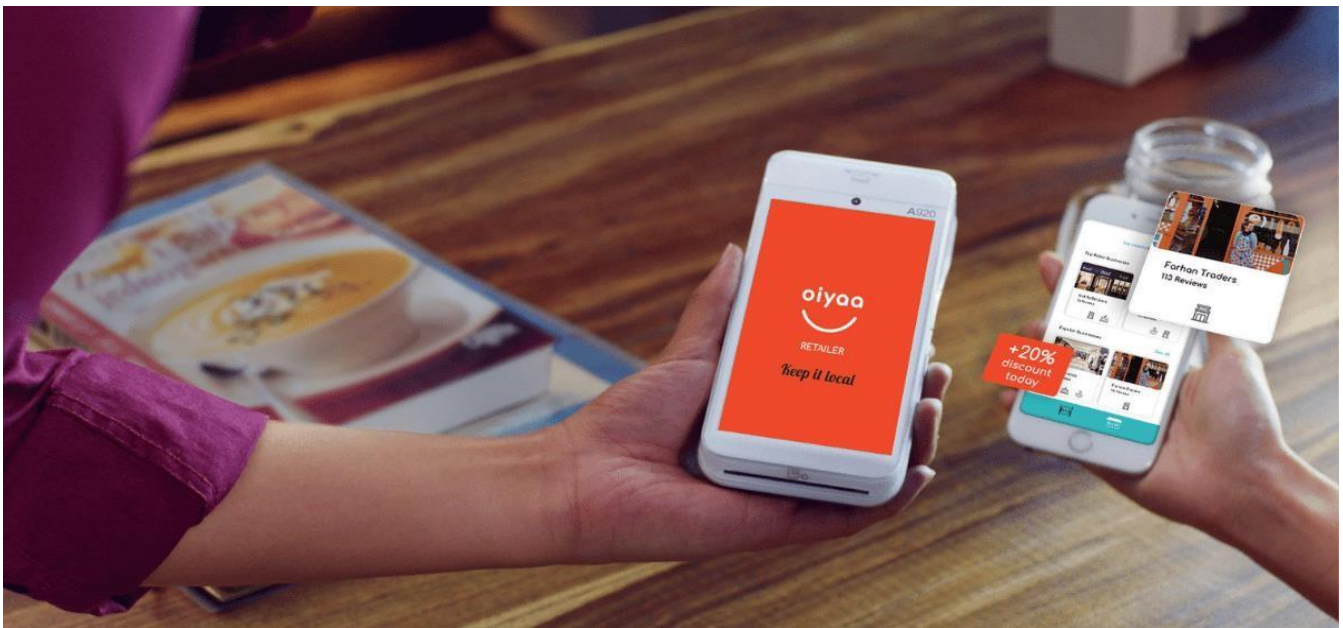
As experts in the loyalty space for independent retailers democratising the infrastructure and tools that loyalty schemes offer to super charge businesses fighting to make the system work fairly for every business, shopper and local councils Oiyaa is endorsed by loyalty's biggest players and now trusted by Merchants and channel partners and councils who are all going to help drive the retail revolution and is launching throughout the UK this Summer.

To register interest and to learn more visit www.oiyaa.com or contact our friendly sales team info@oiyaa.com . **Don't miss out join today**



PAX partners with loyalty platform OIYAA, adding a new and exciting value-added solution to its offering

[< Return to site](#)



June 7, 2021 Press releases

PAX Technology, the world's leading payment terminal solutions provider, and [OIYAA](#), a loyalty platform that rewards local people for supporting local businesses, have partnered to offer retail merchants the ability to streamline ordering, payment and loyalty processes.

The OIYAA application is the first ever single solution to offer loyalty, online ordering, ordering at table, and booking solutions in real time – without any set-up fee.

By providing a white label solution to Acquiring Banks and Payment Service Providers using PAX [Android SmartPOS terminals](#), OIYAA allows consumers to save money while supporting local businesses. On joining the OIYAA community, consumers in the United Kingdom will receive a free initial credit of £20 of Loyalty Tokens, redeemable at participating local businesses across the UK. OIYAA also plans to expand into other countries in future.

PAX partners with loyalty platform OIYAA, adding a new and exciting value-added solution to its offering

For retailers, the OIYAA solution helps them to engage with customers by offering access to a dedicated promotional platform and allowing them to send personalised offers and campaigns. The OIYAA application can be used on any of PAX Technology's wide range of [Android-based SmartPOS devices](#), to:

- Allow customers to earn discounts on their spending
- Increase customer spend while keeping it local
- Access transactional and customer data in real time
- Allow customers to earn discounts on their spending



PAX partners with loyalty platform OIYAA, adding a new and exciting value-added solution to its offering

“Our partnership with PAX allows merchants to download the OIYAA loyalty application from the PAXSTORE marketplace directly into the PAX terminals, and to run their own loyalty & booking program on PAX terminals within minutes. All the integration work has been taking care of, which means that local merchants can now easily access value-added services which were previously only really available to larger retailers”, said **Neeta Dhorajiwala, CEO of OIYAA.**

Conor Devane, PAXSTORE Marketing Manager, added: *“PAX is delighted to enable OIYAA to promote their loyalty and booking solution to the international community of PAXSTORE users. We are convinced that added value solutions such as OIYAA are the key to unlocking the true potential of smart Android devices, where PAX is leading the field”.*

All PAX Android terminals are supported by the [PAXSTORE](#) open software distribution platform, which allows businesses to create their own independent application stores and provide value-added services, by leveraging on the many 3rd party business apps and solutions distributed through PAXSTORE. The platform also makes it easy for software providers to scale their solutions and deploy them easily to any new merchant base.

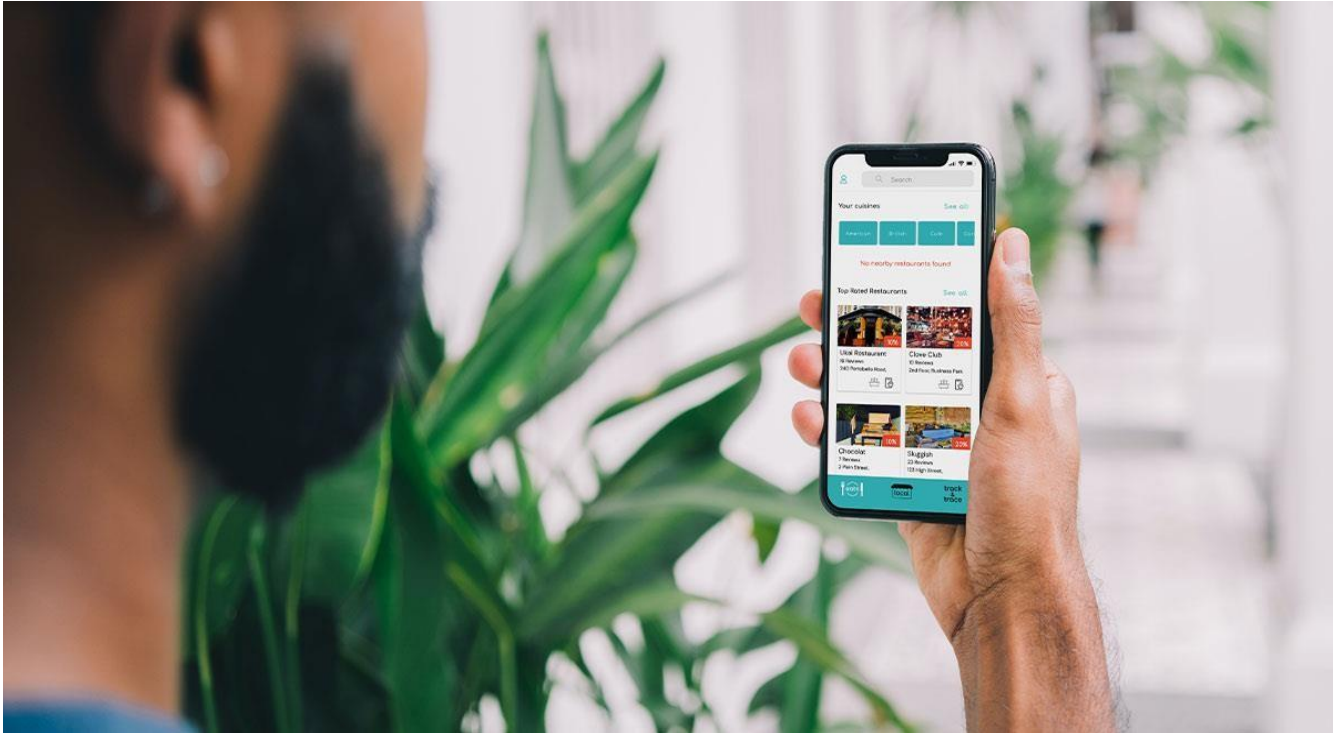
Today, PAXSTORE connects almost 3 million terminals across 150 global marketplaces, providing merchants with thousands of innovative [value-added applications](#), including ordering, ticketing, membership & inventory management, DCC, tax refunds, loyalty, and many more.

Want to learn more about PAXSTORE and how it can benefit your business?

[Register for the upcoming PAXSTORE webinar](#)



Loyalty Programs: A Perspective on How to Really Make Them Work for Your Small Business



[5-minute read]

This month, we're exploring ways in which you, as a small business owner, can keep your customers coming back. One of the most talked-about customer retention strategies is a loyalty program. A report by [Accenture](#) suggests that "57% of consumers spend more on brands to which they are loyal." Even more telling is this statistic by Bond: "79% of consumers say loyalty programs make them more likely to continue doing business with brands."

The bottom line is that a tactical loyalty program can be a powerful tool for small businesses across the board. We've been chatting with [Neeta Dhorajiwala](#), the CEO of [Oiyaa](#) – a new-generation circular loyalty program that operates in the UK. It is "circular" in a sense that it closes the loop; connecting loyal customers to their favourite and most trusted retailers using technology.

On a mission to make shopping great again. During lockdown, Oiyaa joined the campaign to [#savethehighstreet](#) – an initiative that started in 2016 and grew during the onset of the Covid-19 pandemic. Oiyaa joined forces with this movement to encourage shoppers to support their local community with a particular focus on small businesses that operate within the UK High Street economy. A key way in which Oiyaa contributed to this drive was by using loyalty programs to encourage customers to keep coming back by incentivising positive shopping behaviour and saving customers money while they spend. As Neeta explains: "An established FinTech initiative, Oiyaa is launching the first-ever local coalition loyalty programme for the High Street. We are a massive supporter of the 'shop out to help out' motto for all businesses, not just the restaurant sector. Oiyaa will be the driving force nationwide to arm local retailers with a bundled digital coalition loyalty, online ordering, and booking platform all in real time."





We sat down with Neeta for a chat about why loyalty programs can revolutionise your customer retention strategy as a small business owner and the ways in which she is harnessing this potential through the Oiyaa app, available on the [App Store](#) or [Google Play](#).

In your opinion, are loyalty programs an effective customer retention strategy?

“Loyalty programs can be highly effective in maximising the lifetime value of a customer, by offering incentives to spend more and buy more often. At Oiyaa, for example, we’ve tailored our solution for retailers to entice the consumer to engage with businesses that offer discounts, rather than the ones that don’t. Today’s consumer is more aware and attracted by good value than anything else.

When loyalty programs are done right, they can be incredibly powerful and can add tremendous value. On average, loyal customers are worth up to 10 times as much as their first purchase. Amazon Prime is a good example of a loyalty program. Their Prime membership encourages consumers to return again and again. What they get in return is speedy delivery.”

In which industries have you seen loyalty programs being used most effectively?

“Loyalty programs tend to dominate the retail and airline industries. However, loyalty programs have become more and more relevant in hospitality and are being used to enhance data capture capabilities for a variety of industries. Ultimately, an effective loyalty program is one that captures transactional information that can offer valuable insight to any type of business delivering big data for small businesses.”

What are the elements of a good loyalty program?

- The real-time collection and redemption of offers
- The use of simple and cost effective hardware and software (mobile-based) that is accessible to the masses
- [Analytics tools](#) to optimise your engagement with the customer and keep track of your results
- Adaptability to evolve with the times

Oiyaa’s goal is to “disrupt the current loyalty market and online food ordering giants with an offering focused on enhancing UK businesses, small business retailers and restaurateurs.”

Essentially, as Neeta explains, “Oiyaa provides a bespoke and proven, state-of-the-art, real-time loyalty transaction processing platform that integrates itself with booking and online ordering systems. The idea of multiple brands coming together to form a shared loyalty program – that’s Oiyaa.”

One of the ways we at Truevo are looking to add value to the payments space is by integrating our technology with partners who can enhance the customer experience. For example, the Oiyaa app integrates with the [card machines](#) we offer, the sleek and powerful [PAX A920](#). This all-in-one device offers the option for merchants to run loyalty programs directly from the machine, meaning that Truevo merchants with a PAX A920 can add even more value to their customer experience.

In the coming months, we’ll be sharing news about how we’re improving the customer experience using FinTech technology. Exciting developments are underway, so watch this space.