

# OH, THE POSSIBILITIES!



## Transforming Retail Payments in South Africa: Dashpay Case Study





## INTRODUCTION

**D**ashpay, our esteemed local payment partner in South Africa, has played a pivotal role in the distribution of our products across the region, particularly in retail shops and malls. With its strong market presence and commitment to innovation, Dashpay has been instrumental in enabling seamless payment experiences for businesses and consumers alike.

This case study delves into Dashpay's journey, their outstanding performance, and provides an overview of the retail shopping industry in South Africa. Additionally, it highlights how the SP930 from Newland Payment, their chosen payment solution, has successfully addressed industry challenges, along with the development of an automated UV sanitizer to prioritize hygiene in the wake of the COVID-19 pandemic.

## CUSTOMER BACKGROUND

Dashpay has established itself as a trusted payment partner in the South African market, enabling businesses to streamline their payment processes and enhance customer experiences. Their extensive network and customer-centric approach have made them the preferred choice for retailers across the country. With a strong focus on innovation and reliability, Dashpay has been driving growth and success for businesses in the retail sector.

## SOUTH AFRICA'S RETAIL SHOPPING INDUSTRY OVERVIEW

The retail shopping industry in South Africa is a vibrant and competitive sector that caters to a diverse consumer base. With a mix of local and international brands, the industry is characterized by a wide range of products and services offered in various retail formats, including malls, standalone stores, and online platforms. However, the industry faces challenges such as inefficient payment systems, evolving customer expectations, and the need to prioritize hygiene, especially in the context of the COVID-19 pandemic.



## ADDRESSING INDUSTRY CHALLENGES WITH THE SP930

The SP930, a state-of-the-art payment solution from Newland Payment, has successfully addressed the prevalent challenges faced by the retail shopping industry in South Africa. Let's explore three key problems and how the SP930 resolves them, highlighting one unique selling proposition (USP) for each:

### Inefficient Payment Systems

The retail industry in South Africa has often grappled with slow and cumbersome payment processes, leading to longer queues and dissatisfied customers. Dashpay recognized this pain point and adopted the SP930, an advanced payment device that revolutionized the checkout experience. With its high-speed transaction processing and versatile connectivity options, including 4G and Wi-Fi, the SP930 ensures rapid and secure payments, reducing transaction times and enhancing customer satisfaction.

The USP of the SP930 lies in its reliable and efficient payment processing capabilities, enabling retailers to provide seamless and convenient payment experiences to their customers.

### Evolving Customer Expectations

In an era of evolving customer expectations, retailers must stay ahead by offering innovative and engaging experiences. The SP930 addresses this challenge by integrating cutting-edge features such as NFC and contactless payments. By supporting popular payment methods like mobile wallets and contactless cards, the SP930 caters to the preferences of modern consumers who seek fast, secure, and convenient payment options.

This USP enables retailers to enhance customer satisfaction, boost transaction efficiency, and stay at the forefront of the retail industry's digital transformation.



### Hygiene and Safety Concerns

In light of the COVID-19 pandemic, hygiene and safety have become paramount in the retail shopping industry. Newland Payment, in collaboration with Dashpay, responded to this challenge by developing an automated UV sanitizer specifically for the SP930. This innovative solution ensures the highest levels of hygiene by effectively sanitizing the payment device after each use.

By implementing this USP, retailers using the SP930 can prioritize customer safety, instill confidence, and demonstrate their commitment to maintaining a clean and hygienic environment for both employees and customers.



## FUTURE EXPANSION AND SOLUTIONS

Building on the success of the SP930, Dashpay, and Newland Payment are committed to introducing more advanced products to the South African market. Their future roadmap includes a range of hardware and cloud-based solutions that will further enhance payment experiences, drive operational efficiency, and support the evolving needs of the retail industry.

By harnessing emerging technologies and customer insights, Dashpay and Newland Payment aim to empower retailers in South Africa to stay ahead of the competition, adapt to changing consumer demands, and deliver exceptional shopping experiences.

## CONCLUSION

Dashpay's collaboration with Newland Payment and the adoption of the SP930 has revolutionized retail payments in South Africa. By addressing industry challenges such as inefficient payment systems, evolving customer expectations, and hygiene concerns, Dashpay has empowered retailers to deliver seamless and secure payment experiences. With the development of an automated UV sanitizer, they have further prioritized hygiene, particularly during the COVID-19 pandemic.

As Dashpay continues to introduce innovative hardware and cloud solutions, South African retailers can look forward to a future where they can drive growth, enhance customer satisfaction, and achieve long-term success in a rapidly evolving retail landscape.

"We're thrilled to introduce the SP930, our cutting-edge payment solution, in South Africa. Through our partnership with Dashpay, a leading payment service provider, we're transforming the payment landscape. The SP930 combines innovative technology with Dashpay's expertise for seamless, secure, and efficient payments.

Together, we're shaping South Africa's payment future, empowering businesses, and enhancing customer satisfaction. This marks an exciting era, with endless possibilities for the market."

**Parker Lin, Managing Director - Newland Payment Vice President**





Contact us at [pos@newlandnpt.com](mailto:pos@newlandnpt.com). We're here to help!