



Oiyaa Partners with DNA Payments to Enhance Point of Sale Experiences

Oiyaa, is thrilled to announce a strategic partnership with DNA Payments, a leader in the payment solutions sector. This collaboration marks a significant step in integrating Oiyaa's pioneering loyalty solutions with DNA Payments' innovative axept® PRO terminals, delivering enhanced service capabilities to the UK's independent merchants.

With this partnership, Oiyaa leverages DNA Payments' extensive merchant base, introducing a seamless loyalty experience directly at the point of sale. Merchants equipped with axept® PRO terminals can now effortlessly offer customized rewards and discounts, driving customer retention and fostering deeper engagement. This integration represents a transformative approach to loyalty programs, traditionally reserved for larger corporations, now accessible to local businesses.

Benefits of Integration:

Streamlined Operations: Merchants can activate Oiyaa's loyalty features directly on their existing payment systems, ensuring a smooth customer experience at checkout.

Enhanced Customer Loyalty: The ability to offer tailored rewards and discounts encourages repeat business and increases customer satisfaction.

No Additional Hardware Required: Oiyaa's platform integrates directly with DNA's axept® PRO terminals, simplifying setup and usage.

Neeta Dhorajiwala, CEO & Founder of Oiyaa, said "Working with DNA Payments aligns perfectly with our mission to support and empower local businesses. By combining our resources, we not only enhance the merchant and consumer experience but also contribute to the vitality of local economies."

For local merchants looking to enrich their customer interactions and operational efficiency through Oiyaa's loyalty solutions integrated with DNA Payments' technology, please visit our DNA merchant page to learn more and get started.

About DNA Payments: DNA Payments operates with a vision to bring simple, unified payments solutions to businesses that prioritize exceptional customer experiences. Based in London, DNA Payments offers a comprehensive suite of services that cater to diverse payment needs across multiple platforms.

For the latest updates and insights, follow Oiyaa and DNA Payments on social media.

For merchants who'd like to use Oiyaa, please get in touch [here](#)