

Barclaycard Retailer Rewards Scheme Takes A Step Forward



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Author: [Barclaycard](#)

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Barclaycard, a leading payment provider in the UK, has announced that it has taken a step forward with its plan to introduce a retailer rewards scheme by signing an agreement with Welcome Real-time to provide the scheme's IT infrastructure.

Welcome Real-time will work with [Barclaycard](#) to develop the software that will enable Barclaycard customers to benefit from a retailer rewards scheme that is expected to encompass retailers ranging from sole traders to major high street names.

Dan Salmons, Director of Payment Innovations at Barclaycard said: "Barclaycard is committed to making life easier for its customers, both consumers and retailers and this scheme will enable up to ten million of our card holders to be rewarded when using their Barclaycard to purchase goods and services with retailers participating in the scheme."

"Barclaycard has close to 90,000 retailer relationships, many of which we expect to participate in the programme, and we believe this scheme will change the way people shop in the UK. That is why we are partnering with a world leading loyalty solutions provider to ensure that we develop a simple hassle free rewards scheme that will truly benefit our customers."

[Welcome Real-time](#) is the global loyalty solutions provider for banks and retailers of all sizes and is headquartered in France.

Francois Dutray, CEO of Welcome Real-time, said of the announcement: "We are delighted to be working with Barclaycard in

the UK to develop a rewards scheme that will make a huge impact on the British High Street. It is a great opportunity to develop a scheme with the potential for millions of customers and many retailers in the UK, whether large or small."

Barclaycard will make further announcements about the development of the rewards scheme in the coming months.

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Notes to Editors

About

Barclaycard

Barclaycard, part of Barclays Global and Retail Commercial Banking division, is a leading global payment business which helps consumers, retailers and businesses to make and accept payments flexibly, and to access short-term credit when needed.

The company is one of the pioneers of new forms of payments and is at the forefront of developing viable contactless [credit card](#) and mobile payment schemes for today and cutting edge forms of payment for the future. It also issues [business credit cards](#) and charge cards to corporate customers and the UK Government. Barclaycard partners with a wide range of organisations across the globe to offer their customers or members payment options and credit.

In addition to the UK, Barclaycard operates in the United States, Europe, Africa and the Middle and Far East.

Barclaycard PR Contact:

Andrew Bond
Barclaycard Press Office
Barclaycard
1234 Pavilion Drive
Northampton
NN4 7SG
01604 251229
www.barclaycard.co.uk