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Oiyaa and Castles Technology Join Forces to Revolutionise Loyalty Solutions for UK Merchants

In an exciting development for the UK's retail and service sectors, [Oiyaa](#), operating under the trading name of LocalValu Limited and based in Uxbridge, has announced a strategic partnership with [Castles Technology](#). This collaboration aims to integrate Oiyaa's state-of-the-art loyalty solutions into Castles Technology's advanced payment devices, setting a new benchmark in the payment and loyalty program industry.

Oiyaa, a dynamic SME, has carved a niche in the market with its innovative loyalty and reward programs tailored for independent local merchants, retailers, restaurants, and traders across the UK. Through its cutting-edge loyalty platform, Oiyaa empowers these businesses to offer competitive discounts and rewards, levelling the playing field against larger, established brands. With plans for a national rollout, Oiyaa aims to expand its consumer base to over 5 million in the UK, facilitating connections between consumers and tens of thousands of local independent businesses.

Neeta Dhorajiwala, CEO of Oiyaa, expressed her enthusiasm about the partnership, saying, "Working with Castles Technology represents a significant leap forward for Oiyaa, as we strive to redefine merchant interactions. By integrating the Oiyaa Merchant App onto Castles Technology's robust payment terminals, we are equipping our partners and merchants with unmatched capabilities.

The Oiyaa Merchant App, renowned for its intuitive interface and comprehensive features, will soon be accessible on Castles Technology's payment terminals. This integration heralds a significant evolution in transaction processing, providing merchants with the necessary tools to thrive in an increasingly digital business landscape.

"We are excited to partner with Oiyaa to bring innovative loyalty solutions to our payment devices. This collaboration underscores our commitment to leveraging technology to enhance the merchant and customer experience. Together with Oiyaa, we are set to transform the landscape of loyalty programs, offering a seamless and integrated solution that benefits merchants and consumers alike," added Jean-Philippe Niedergang, Group CCO/CEO for EMEA and LATAM of Castles Technology.

About Oiyaa:

Oiyaa, the trading name of LocalValu Limited, specializes in developing bespoke loyalty and reward programs for the UK's independent businesses. With a focus on innovation and customer satisfaction, Oiyaa is dedicated to helping local merchants engage effectively with their customers through its leading-edge loyalty platform. This will supercharge them and inject a sense of community into town centres and also help consumers' money go further in these difficult times.

Oiyaa requires zero investment by the local merchant enabling them to offer loyalty programmes, flexible discounts, and ancillary services available to normally only the largest merchants. With its wide breadth of products, real-time capabilities and rich customer analytics, the offering also surpasses all current loyalty systems. The Oiyaa solution will provide local independent businesses with connectivity to their customers, sharing insights, offers, flexible discounts and other loyalty tools.

About Castles Technology

Castles Technology is a global leader in payment acceptance solutions, providing cutting-edge terminals, innovative solutions, and exceptional services to empower the payment ecosystem. Castles Technology partners with over thousands customers including banks, merchants, FinTechs, acquirers, ISVs, and PSPs, deploying millions of POS terminals worldwide for retailers of all sizes.

As the foremost Android payment acceptance, Castles Technology offers secure, reliable, and seamless solutions with global and local reach. With over 30 years of experience, the company's dedicated community of experts is committed to anticipating and shaping the future of commerce worldwide, while their powerful devices, secure payment solutions, and top-notch services ensure unparalleled quality and performance.

The company believes in the importance of innovation and sustainability and is committed to making a positive impact on the world through our products, services, and operations.

Website: <https://www.castlestech.com/>

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