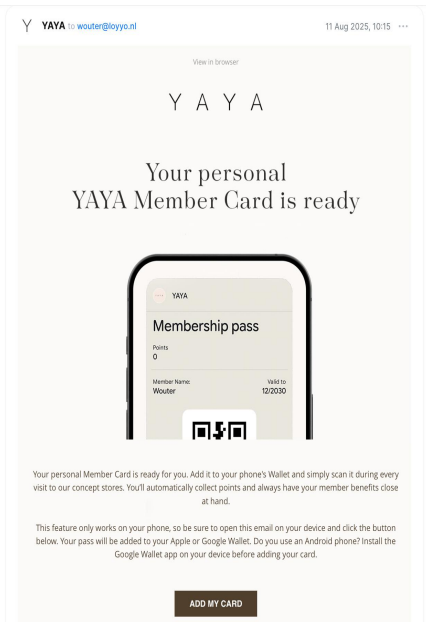


Accelerating Checkout and Enrollment via Google Wallet

Your YAYA Member Card is waiting 📧



The Company:

YAYA is a Dutch lifestyle brand for women's fashion and home goods focusing on 'effortless chic' and natural palettes. YAYA operates over 50 concept stores across Europe and is present in around 200 wholesale stores worldwide.

The Challenge:

Dutch lifestyle brand YAYA found that traditional loyalty enrollment was causing bottlenecks at their 50+ European stores. Onboarding a new member at the POS took an average of two minutes, leading to lost sales and low registration rates

Partnering with Google Wallet: Voyado CDP, SITOO POS, Adyen PSP through Loyyo

Google Wallet Solution:

YAYA revolutionized the "check-in" process by integrating Google Wallet directly with their payment terminals

- **Instant Pass creation:** Using the **Link to Pass flow**, customers only need to provide a phone number at the terminal to receive their digital card
- **High-Speed identification:** Members now identify themselves at the POS in seconds by scanning their Loyalty Cards.
- **Payment-Linked Loyalty:** Points are automatically updated through the payment terminal, linking bank cards to the loyalty profile for a frictionless experience



Patrick Draaijer
Founder YAYA

"With Google Wallet we save on average 1.5 min per member onboarding and 40 secs per member check-in. This results in more seamless check-out in our stores."

The Impact:

- **Efficiency gains:** The time required for member **onboarding was reduced by over 75%**, while checkout identification is now nearly a minute faster
- **High adoption:** Approximately two out of every three members now carry a digital version of their card in Google Wallet.
- **Fully automated:** 100% of point collection is now automated through payment linking, ensuring a seamless journey for the customer