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Wirecard provides voucher solution for Fitfox sports experience platform

Aschheim (Munich) (ots) -

Fitfox, provider of online bookings for fitness, wellness and sport events, integrates the Wirecard voucher platform for better customer retention. The Wirecard voucher platform is a comprehensive omnichannel solution, covering a variety of couponing formats for Fitfox. The innovative platform guarantees the seamless integration of customer retention methods into existing systems.

Aschheim (Munich). Wirecard, the global innovation leader for digital financial technology, is expanding its partnership with the Fitfox sports experience platform. The wholly-owned subsidiary of German sports retailer SportScheck offers more than 10,000 different sports experiences in over 100 German cities and is now using Wirecard's voucher solution. Thanks to the innovative platform, Fitfox is integrating a comprehensive customer retention program into its existing system. The Wirecard platform provides coupons, vouchers and gift cards on all digital channels and can also create physical vouchers.

The market for gift cards and vouchers is growing steadily. According to Juniper Research, it is expected that there will be 1.05 billion coupon users worldwide in 2019. This means that the number would have almost doubled since 2014 (560 million users). The voucher platform underscores Wirecard's investment in this growth market. The platform combines all current voucher formats in a fully digitalized solution and enables Fitfox to make its customer loyalty program available on all channels. These measures can be integrated into existing app ecosystems, provided as a QR code or embedded into the offline user experience in the form of a voucher card. In this way Fitfox reaches customers and prospects at all touchpoints.

"Customer retention measures are particularly successful when they integrate seamlessly with the customer's user experience," explains Boris Bongartz, Head of Sales Digital Goods at Wirecard. "We are excited to extend our partnership with Fitfox. Our solution will enable Fitfox to expand its omnichannel customer retention and acquisition strategy and digitize the purchasing and payment process for vouchers and coupons."

"The flexible sports experience we offer only works thanks to a combination of online bookings and offline experiences," said Dustin Selke, founder and CEO of Fitfox. "With Wirecard, we are happy to have a partner who understands our needs and offers us a solution that integrates seamlessly into our omnichannel ecosystem. With the Wirecard voucher platform, we can reach existing and new members at all touchpoints and use targeted measures to get them excited about our offering."

The sports experience platform Fitfox is a wholly-owned subsidiary of the sports platform SportScheck, which in turn operates under the umbrella of the Otto Group. Founded in 2013, the company has been deploying Wirecard's payment acceptance solution for some time now. The implementation of the voucher platform marks another milestone in the cooperation.

About Wirecard:

Wirecard (GER:WDI) is one of the world's fastest growing digital platforms in the area of financial commerce. We provide both business customers and consumers with a constantly expanding ecosystem of real-time value-added services built around innovative digital payments by using an integrated B2B2C approach. This ecosystem concentrates on the areas payment & risk, retail & transaction banking, loyalty & couponing, data analytics & conversion rate enhancement in all sales channels (online, mobile, ePOS). Wirecard operates regulated financial institutions in several key markets, holds issuing and acquiring licenses from all major payment and card networks. Wirecard AG is listed on the Frankfurt Stock Exchange (DAX and TecDAX, ISIN DE0007472060). Visit us on www.wirecard.com, follow us on Twitter @wirecard and on Facebook @wirecardgroup.

About Fitfox:

Founded in Hamburg in 2013 by Max Tymoszuk, Edwin Hammond and Dustin Selke, Fitfox has established itself as the market leader in Germany for booking and using sports experiences without contracts or permanent memberships. On fitfox.de, users have access to over 10,000 different sports activities in more than 100 German cities. In Spring 2018, Fitfox was acquired by SportScheck GmbH and complements its ecosystem by offering sports events and trips.

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