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Flossie and Oxipay join forces to offer subscription-style payments for hair and beauty

- Flossie integrates part payment provider Oxipay within its app
- Customers can book, enjoy and pay over time
- Subscription-style payment model for hair and beauty taking off.

Flossie and Oxipay have joined forces to offer Kiwi hair and beauty lovers a subscription-style offering for the management of regular treatments.

Using the Flossie app, customers can book and manage beauty appointments in seconds across 400 salons in Australasia, now with the added benefit of breaking up the cost of treatments into four easy instalments.

Flossie CEO and Founder, Jenene Crossan, says the partnership with Oxipay puts the complete booking management of treatments at the fingertips of Flossie users – from finding a salon, managing payments, rescheduling and rebooking.

“Giving customers choice and flexibility in every aspect of the booking process means they can manage hair and beauty appointments on their terms, making it easy for them in today’s busy world. The addition of Oxipay means customers can get their treatments, for example, every six weeks and then pay regular fortnightly payments. In effect, it’s a subscription model for hair and beauty needs.

“The Flossie experience starts from the moment the user opens our app – we’re in the business of matching customers with amazing hair and beauty experiences – so making sure we continue to offer frictionless customer journeys from app to salon is important, and flexible payments are an exciting part of this.”

Crossan says this model also helps salons manage bookings more effectively by addressing a key pain point of ‘no-shows’.

“Using Oxipay at the time of booking, the customer knows the first payment is all sorted and they have some breathing space before the second payment is due, and the salon knows the customer will turn up. It’s providing certainty to both parties.”

Oxipay, part of the financial services provider FlexiGroup New Zealand which also runs Q Card, has identified the beauty sector as a key growth area and the strategic partnership with Flossie is a cornerstone of its investment into the sector, along with its recently announced partnership with salon and spa software company Kitomba.

FlexiGroup New Zealand CEO, Chris Lamers, says subscription style payment models are taking off in the retail sector globally, working particularly well in the hair and beauty industry with regular reoccurring appointments.



“By partnering with a globally innovative beauty commerce platform like Flossie, we’re excited to have delivered the first fully integrated in-app booking and part payment customer experience for New Zealand hair and beauty customers – and we will be looking to take learnings from our focus in this industry to apply to other service sectors.

“With our recent Payment Express partnership, along with a number of other partnerships in the wings, Oxipay is fast becoming the new way Kiwis choose to pay and it’s not just about buying stuff, it’s also about buying experiences,” says Lamers.

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ABOUT FLEXIGROUP NEW ZEALAND

Built on 40 years of trusted experience, FlexiGroup New Zealand is an innovative financial services company doing things differently to deliver smart, customer-centric financial solutions.

With a diversified product offering including interest-free credit, credit cards, long-term finance, leasing, and vendor finance programs – FlexiGroup holds a 13,000 strong network of merchants, vendors and retail partners throughout New Zealand.

FlexiGroup New Zealand is a wholly-owned subsidiary of ASX-listed FlexiGroup, Australasia’s leading provider of financial solutions for lifestyle, home and business.

ABOUT FLOSSIE

Based in an award-winning building in central Auckland, Flossie was born three years ago from the conviction that the modern woman is altering the retail world with her evolved purchasing habits.

Her lifestyle is fast and busy - she needs everything at her fingertips and it's impossible to plan ahead. Today, a cutting-edge booking app, Flossie addresses the pain points that arose from this shift for the hair and beauty industry while creating a seamless experience for the savvy woman.