

**Media Outlet:** Mobile Payments Today

**Date:** 26.03.13

**DUU:** 1,000

**URL:** <http://www.mobilepaymentstoday.com/article/210381/UK-merchant-rating-site-partners-with-iZettle>



## UK merchant rating site partners with iZettle

European mobile point of sale provider iZettle announced it is working with RatedPeople.com, a website that rates and recommends service providers like carpenters and electricians in the U.K. RatedPeople.com will be rolling out a trial that will offer iZettle's mPOS service to these tradespeople so they can accept debit and credit cards from customers.

"Finding alternative mobile payment options for our tradesmen is a high priority for us as we know that there is a stigma attached to cash-in-hand payments, an issue that is unfairly tarnishing the industry," Chief Marketing Officer of RatedPeople.com Tariq Dag Khan said in a statement. "As checks are gradually being phased out, too, we are looking for an innovative payment solution that will help build up the trust between tradesmen and their customers. iZettle's experience and reputation in this area made them an obvious starting point for us."

RatedPeople.com provides information on more than 30,000 registered plumbers, electricians, bricklayers and carpenters.

Like other mobile POS solutions on the market, iZettle combines a card-reading attachment and mobile application to turn a mobile device into a point-of-sale terminal. iZettle also recently released a card reader that processes chip-and-PIN transactions made with EMV-compliant credit and debit cards.

"Working with a premium service like RatedPeople.com makes perfect sense for us," said Stewart Roberts, U.K. managing director at iZettle. "We are signing up 3,000 customers a day to iZettle, a large proportion of which are tradesmen. This indicates just how large the demand is for this kind of solution and iZettle is looking forward to working with the RatedPeople.com community."