Elliot Hall, Founder CEO & Chairman, Zapaygo, said: “We were impressed by the start-up friendly aspect of Quartz and the solution’s technical capability to help us launch to aggressive timeframes and support our vision of geographical expansion. The objective is to support numerous merchant venues and redefine how they deliver services, and in the process increase customer loyalty. The solution from Quartz provides a hybrid network that allows our customers to pre-order goods and services from merchants utilizing the rewards on the private blockchain network and manage the Zap tokens on the public network simultaneously.”

R Vivekanand, Head of TCS Financial Solutions and Global Head of Quartz said: “Targeted at multiple industry segments spanning travel & hospitality, e-commerce, telecom and financial services, the Quartz solution for wallets and rewards, can help organizations reimagine the way these programs are currently administered. The solution can be used to securely hold tokens in wallets and manage the end-to-end rewards management process, ushering in more efficiency, transparency, and ultimately a superior customer experience. Quartz has the potential to transform dormant loyalty points held in multiple end customer accounts into an easily redeemable token on a secure distributed ledger, and will foster trust and allegiance to brands. We are excited to be part of Zapaygo’s journey, and the innovative proposition they are bringing to the market.”

Quartz to power pre-order and pre-payment at food and beverage venues

UK-based startup Zapaygo will deploy the Wallets and Rewards solution from Quartz: The Smart Ledgers for its first-of-its-kind initiative, a pre-order mobile ordering and payment platform for the entertainment, hospitality, and leisure industry.

The Zapaygo App will allow consumers to pre-order and pay at food and beverage venues, enabling their orders to be ready for easy collection or delivery. This will improve customer experience while increasing revenue and efficiencies for venues. In addition, the venues can mitigate the spread of communicable diseases by eliminating the need for physical payments and long queues.

Quartz will help provide wallet services to Zapaygo’s customers through tokens managed on the public blockchain and leverage a private permissioned network for rewards program management.

Zapaygo will also support reward programs, through which customers can easily collect, purchase, and redeem reward points from multiple merchants through a single secure wallet, managed using cryptographic keys.

Running on a private cloud through a managed services model, the Quartz Command Center will facilitate monitoring and administration of the entire ecosystem.
The Wallets solution from Quartz: The Smart Ledgers provides a secure way to create and operate accounts in the public blockchain and to maintain the custody of digital assets for customers using a Hardware Security Model (HSM) to store the private keys and operate wallets on behalf of customers.

The Rewards solution ensures real-time settlement, fungibility of points, and greater transparency for merchants and customers, enabling creation of an ecosystem that connects multiple customer loyalty programs. Organizations can configure Quartz to convert existing rewards points systems to digital wallets on a blockchain ecosystem. By using smart contracts, rewards programs can instantly handle the accrual and redemption of funds and rewards and convert funds to equivalent points across multiple issuers.

Both solutions provide an audit trail that delivers a complete history of transactions, while allowing access only to authorized participants to maintain customer confidentiality.

Cloud delivery of Quartz Rewards means that companies seeking innovative blockchain solutions can now connect and use a readily available and secure hosted offering, without having to develop their own blockchain-based solution or invest in expensive in-house computing resources.