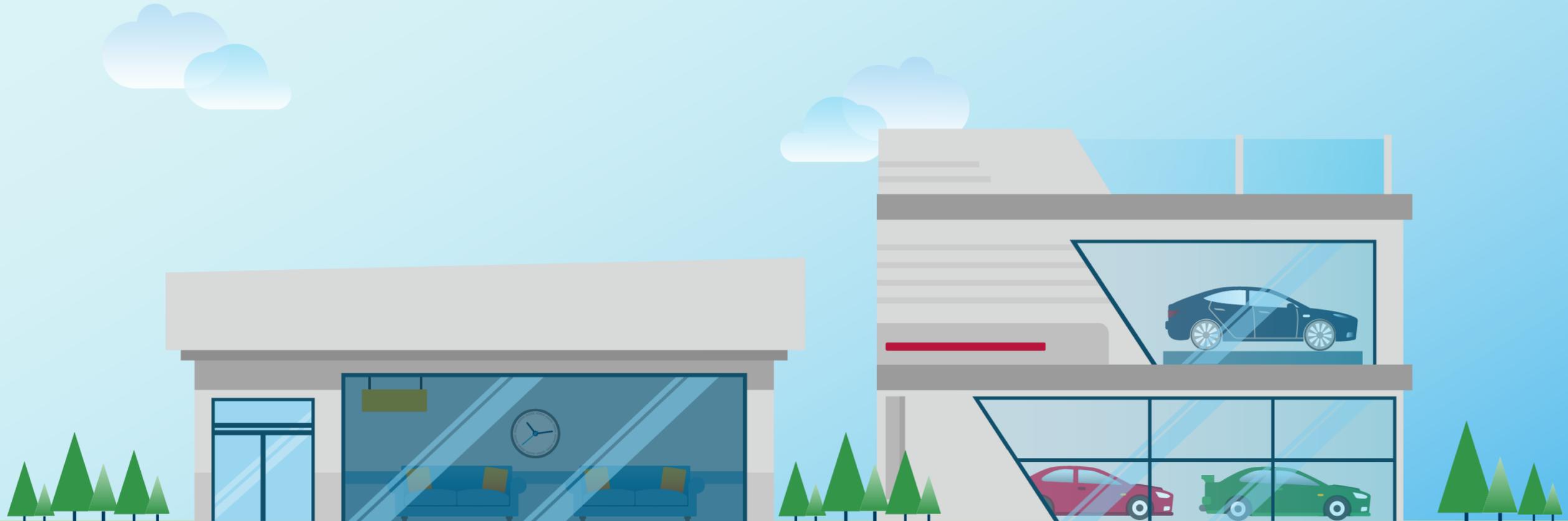
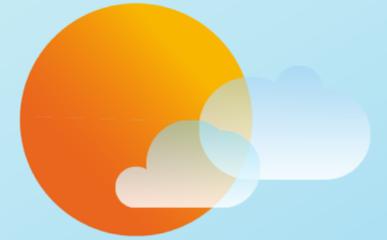


Barclays Partner Finance

Improving your buying experience using point-of-sale-finance



Benefits of using point-of-sale finance

Barclays Partner Finance keep the customer at the heart of everything we do. Designed with you in mind, our range of finance products have been created to suit all kinds of people, in all kinds of circumstances.

Based on our research, convenience and ability to budget are among the most prominent reasons for taking out finance for purchases. We understand that affordability is important for customers, but in a society that values instant gratification, it seems that many are weighing up the financial outlay of significant purchases with the value of taking their goods home sooner.

Major purchases such as a new bathroom, car or piece of furniture require the kind of investment that many are unable to fund personally in one lump sum. In these instances, fast, easy access to point-of-sale finance options make these aspirational purchases much more affordable. With finance agreements usually having a fixed amount each month over a set period, it can make budgeting easier.

And while it's true that point-of-sale gives people the confidence to make larger purchases in a time period that suits them, the motivations behind using finance tend to vary.

Top 4 reasons why people choose point-of-sale finance over another form of credit:



47%

more convenient



44%

helps with
budgeting



41%

good value



35%

easy to apply



Benefits of point-of-sale finance

Spend more on the things you want

From your first car to your first home, life's full of exciting moments. Whether its furniture for your baby's nursery or a new kitchen to make your house your own, point-of-sale finance could help you spend more on the things you want while keeping payments low. The majority of respondents (83%) said that using point-of-sale finance allowed them to spend more overall by spreading the cost.

Make aspirational purchases

With plenty of great options out there, point-of-sale finance makes it easier to pay for those larger, more expensive purchases. When asked about their motivations for choosing it, more than half (54%) of customers said they wouldn't have been able to make the same purchase if point-of-sale finance wasn't available.

54%

of people wouldn't have been able to make the same purchase if POS finance wasn't available

83%

Of people said purchasing with POS finance meant they were able to spend more overall by spreading the cost



Benefits of point-of-sale finance

The fast track to the things you need

When a washing machine breaks, an old TV gives up or a mattress becomes unbearable, many of us will need to invest in an upgrade at one time or another. For many, point-of-sale finance is a lifeline; more than two-thirds of respondents (69%) said it allowed them to buy sooner. Many of us don't have enough in our current accounts or set aside in savings to pay for the things we need outright - especially when caught short in an emergency. As more of us turn away from credit cards*, finance options are making life's important purchases more affordable and manageable.

Easy as 1,2,3...

Point-of-sale finance is becoming more intuitive and easier to use all the time, as digital innovations like Sign Anywhere help smooth the customer journey. In fact, 94% of those who have used point-of-sale finance said they would consider it for future purchases.

69%

of people who used POS finance said it enabled them to buy the product sooner

94%

Of people who had used POS finance said they would consider it for future purchases

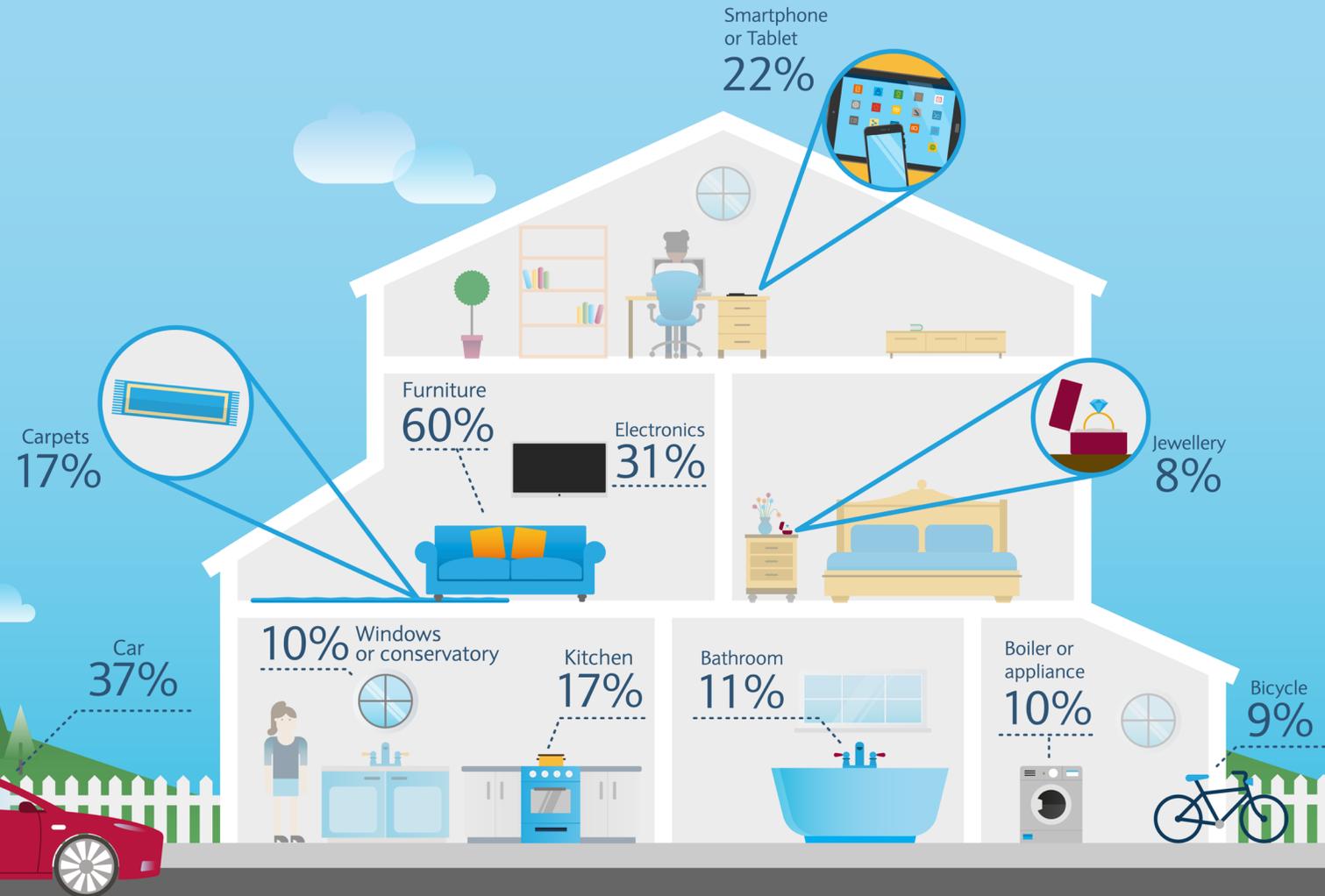


Popular purchases we make using POS finance

As point-of-sale finance becomes a popular choice among customers, retailers are moving beyond motor and furniture markets, offering finance options on anything from bicycles to jewellery.

That said, furniture remains the thing we tend to buy most on finance (60%), followed by cars (37%), TVs (31%) and smartphones and tablets (22%). Other popular items include kitchens (17%), bathrooms (10%) and so-called “white goods” such as washing machines and dishwashers (10%).

To some extent, what you choose to buy on finance depends on who you are. According to our research, 41% of men have used finance to purchase electronics, compared to just 20% of women. There’s also a gap in how we tend to finance our purchases, with more men using credit cards for purchases over £1000 (60%) than women (47%).



The way we purchase is evolving

Year by year, the way we buy is changing. With webrooming and showrooming trends on the rise (whereby the shopper views an item in-store and buys online or vice versa), we are more likely than ever to research large purchases, using a combination of both on-line and off-line experiences.

According to our research, online products reviews are by far the most trusted by customers (37%), followed by expert opinion (19%) and friends and family (15%).

In terms of how we're searching for information, a great deal relies on our demographic - as well as what we're buying. For home improvements, customers are most likely to look at store websites (52%) or search engines (50%).

Supporting the old adage of men not wanting to ask for directions, our research showed women (37%) are more likely to seek recommendations from friends and family members than men (29%). Men are also more likely to research their purchases via desktop, while women are more likely to use their smartphones.

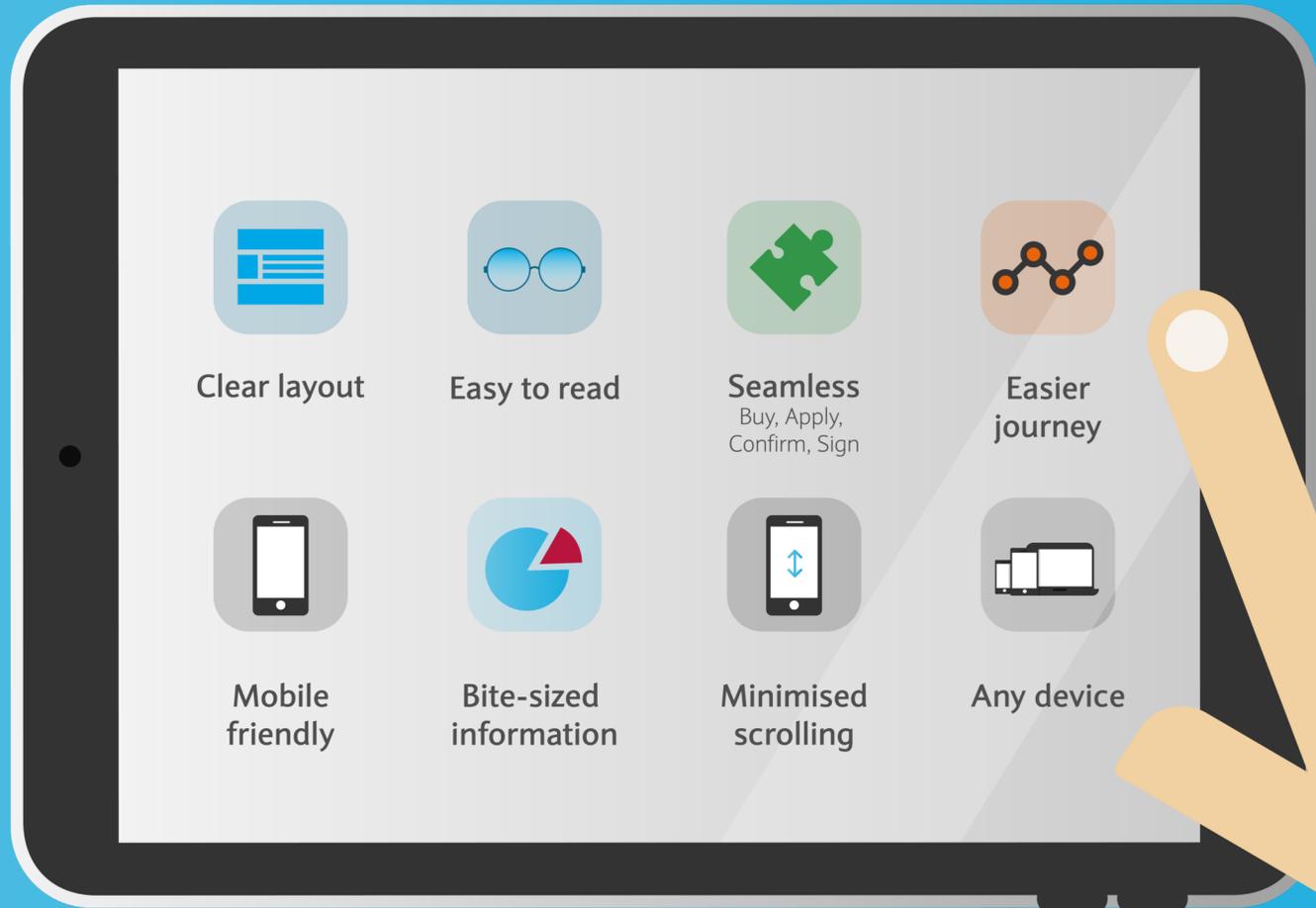
As the way we purchase shifts and evolves, innovation and technology will remain key. Bringing clarity, speed and simplicity to the loan signing process, Sign Anywhere is a convenient way to review and sign your loan agreement on the device of your choice at any time - while ensuring you have a crystal-clear understanding of your agreement.



Sign Anywhere with Barclays Partner Finance

As the world goes digital, many of us expect to be able to shop, sign and pay for the things we want, where we want and on whatever device we want. A new product created by Barclays Partner Finance, which is being rolled out by retailers of all shapes and sizes, Sign Anywhere is helping bring point-of-sale finance into the 21st century.

Sign Anywhere means you can take your time to ensure you really understand your finance agreement and how the monthly payments will fit your budget. When you're ready to sign (and only when you're ready), doing so is as easy as a click – this all helps retailers provide their customers with a seamless journey from start to finish.

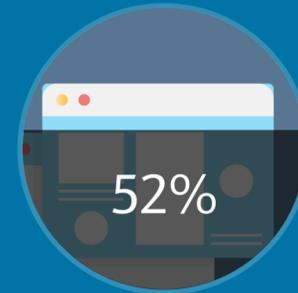


Looking for purchase information?

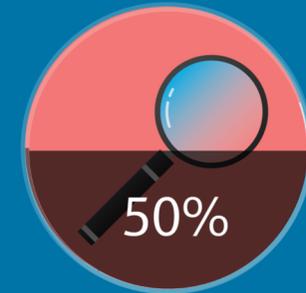
Because many of us use smartphones and laptops when researching our purchases, it makes sense for stores to provide a seamless customer experience that works effortlessly across all types of devices.

As a customer, you have more opportunities than ever to really research your purchases, ensuring you get both the best product and the best deal. Narrowly beating search engines (50%), store websites are the most popular way of researching products (52%), followed by in-store (46%). A third (33%) of us prioritise recommendations from friends and family.

As more of us check out items in-store before buying online or vice versa, the trend for researching big purchases before committing payment shows no signs of slowing down anytime soon.



Online: store websites



Online: search engines



In-store

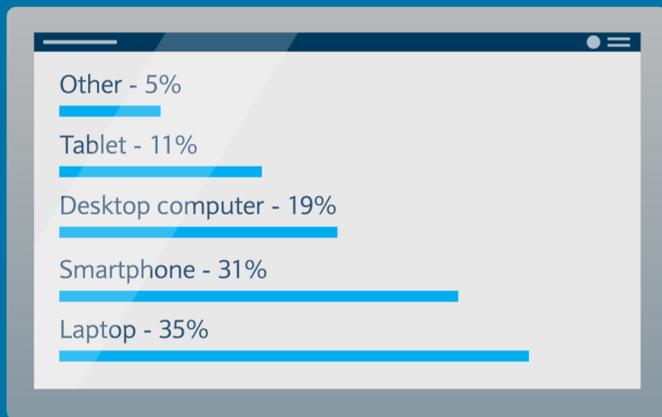


Online: manufacturer websites

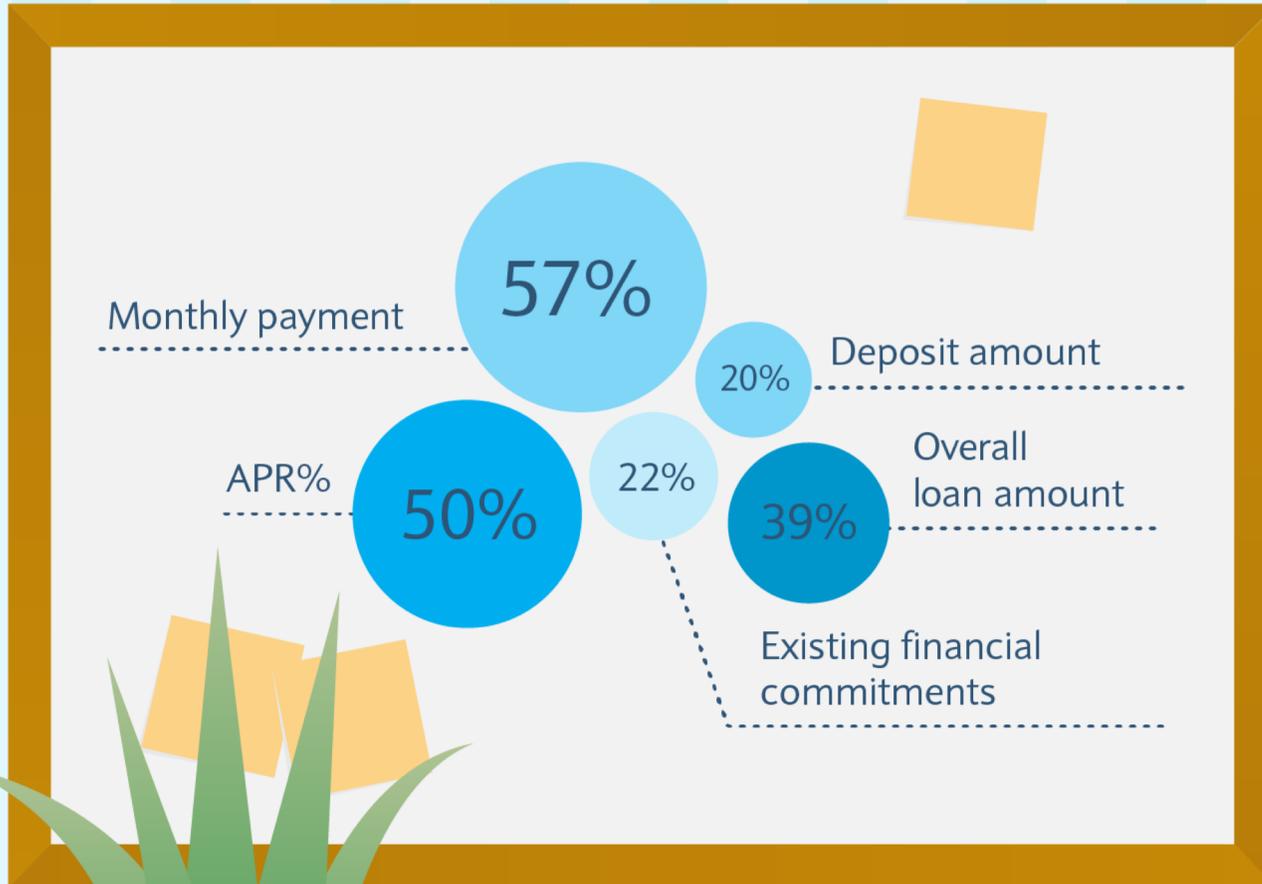


Friends and family

The majority of our respondents said they use digital devices to research purchases:



What's important to you?



It's important that we carry out research, so that we can understand our customers, you, better. Our survey has revealed that the size of monthly payments is the single most important factor when making the decision to buy (57%), closely followed by APR (50%) and overall loan amount (39%). It seems that many of us don't mind spending a little more on interest and/or spreading the payments over a longer timeframe so long as we can keep our monthly payments low.

No matter what you're financing – an extra bathroom to help beat the morning race for the shower, or a new sofa to replace a well-loved favourite – our personal loans, available through your retailer, are designed to help spread the cost.

And the way we think about money is changing - and our knowledge and understanding is growing. Only 2% of our respondents said their loan agreement was difficult to understand when they took it out, with 81% saying it was either easy or very easy to understand. Despite all the small print, perhaps loan agreements aren't as complex as the nation once thought.

In fact the majority of our respondents (94%) said they would probably or definitely use store finance again. This gives retailers the opportunity to work harder for your custom; those who hadn't previously used point-of-sale finance said that an interest-free credit option would probably or definitely increase the likelihood of purchasing through this method (78%).

The future of point-of-sale finance



Point-of-sale remains a powerful financial tool for those wishing to make aspirational purchases while staying in control of their monthly budget. And people that have used point-of-sale-finance have had an overwhelmingly positive experience - in fact the majority of our respondents said they would probably or definitely use store finance again (94%).

There are some great POS options out there to help you buy anything from a new laptop to the desk it sits on. Going forward, new technology and innovations like Sign Anywhere are set to make the process even smoother and more intuitive, empowering people to make smarter purchases and ensuring they really understand the nature of their agreement.

With transformation happening in every area of British retail, we understand you are expecting more from the companies that you buy from; better values, better service and a better experience overall. Barclays Partner Finance are committed to rising to this challenge. We are confident that Sign Anywhere will be a huge stepping stone in meeting your changing shopping needs, ensuring that any option made through out point-of-sale finance option goes as smoothly as possible. We want to take you through the right finance support, when you need it.



Barclays Partner Finance - Who we are

Barclays Bank PLC is a well known UK provider of point-of-sale (POS) finance. Working with retailers across the UK, we offer trusted, competitive personal finance options to thousands of happy customers.

A little flexibility can go a long way. No matter what you're buying, our in-store finance products give you the freedom and confidence to go ahead and make life's important purchases.

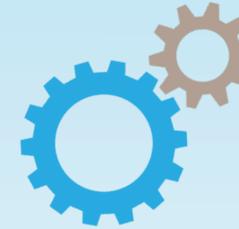
Here at Barclays Partner Finance, we are committed to evolving alongside your needs, embracing technology, data and innovation every step of the way to make things easier for our customers.



Customer Confidence



Focused on Customers



Purchase Power



