



## US: Mobile app lets c-store clients pick their rewards

**Paytronix Systems, a rewards provider for restaurants and retailers for many years, is bringing its solutions to convenience stores.**

Through the new mobile feature 'Reward Yourself', clients will have the capability to choose their own rewards from an online catalog of options, according to release.

"It gives our customers more autonomy by allowing them to decide which reward they will be banking their points for. The ability to spend/save points for larger reward options has been a huge improvement to the overall program," said Emily Mallory, Chief Marketing Officer at Forward Corporation.

The mobile app and other new Paytronix mobile platform capabilities will be unveiled at the upcoming PXUX 2017 customer meeting, September 13 - 14, in Denver, Colorado.