

Wowprime offers e-vouchers

Wowprime Co (王品) yesterday launched electronic vouchers for its 12 restaurants — which have 270 outlets across the nation — after inking a deal with international prepaid services provider Edenred to reach more customers online. Wowprime said that potential demand for coupons is big, with about 20 percent of its customers last year using paper vouchers. Executive director for branding Johnny Lin (林國威) said Wowprime began to renew equipment at its outlets and educate its staff three years ago to prepare for the growing popularity of apps, QRcode and other digital channels.