

Ezypay's Direct Debit Gateway

The Direct Debit Gateway (DDG) for the health and fitness industry

At last your members now have the ability to sign up for an on-going direct debit via your website. This negates the need for signatures, paperwork and the time needed to load members externally. One of the key features of this system is that the URL associated with the gateway can be sent to potential members to allow them to sign up during email campaigns. This is particularly useful and can deliver immediate results in referral campaigns or as a follow-up to a recent visit to the club.

Member create a reoccurring payment online

Ezypay offers your members the ability to go online to your website and create an on-going bank or credit card payment. This is through the use of Ezypay's direct debit gateway (DDG). Through this self-service payment process certain information will be collected including their personal information and payment details. Using web services tools this data would be passed from your website to Ezypay and vice versa. Once the member has provided their payment details a confirmation email is sent confirming their payment details and the terms and conditions of their direct debits.

This seamless approach to setting up reoccurring payments to your club has many functions;

- o Initial sign up
- o Renewal of membership
- o Member referral sign up
- o Personal training packs
- o Special programs – Boot camp, Weight management
- o Swim school

Other key features

Secure setup of membership pricing options

Being able to keep membership pricing consistent at the point of sale and crossing a chain of clubs

Embedded URL links

Generate unique links to your online sign up website page for email campaigns, referral promotions and when following –up recent visits.

Mandatory collection of details

Speeding up the billing process, no delays with incorrect information and critical for long term communication with your new member.

Seamless link with Ezypay secure site

Fully secure and compliant, 100% control over member validation and initiates billing straight away.

Member complete the entire membership process online

You could use this for the entire membership process. Ezypay currently works with Queensland Newspapers (QNP) to support their subscription management site. This site allows customers to subscribe online as well as vary subscriptions and payments online. Details of this solution are provided below in a case study.

Case study – Queensland Newspapers

Situation

Queensland Newspapers (QNP), part of the News Limited group, were looking for a payment solution to increase their subscriber acquisition numbers and enable current subscribers to easily manage their payments. This was motivated by a need to reduce bad debts, support customer retention, and to reconnect QNP with its customer base, a relationship traditionally owned by newsagents.

The proposed solution

Ezypay designed a solution around QNPs two key direct acquisition channels – the telemarketing/call centre channel and the web channel.

Telemarketing channel

Ezypay suggested using the Direct Debit Gateway (DDG) as part of the existing telemarketing process to initiate customer payments over the phone. The information from the DDG would be passed directly to Ezypay and also to the QNP subscription management system. This aided acquisition by streamlining the process and reducing costs.

Web channel

Ezypay proposed providing QNP with the DDG for their public subscriber site also. This would allow customers to complete the initiation of their direct debit or reoccurring credit card payment via the website.

As with the telemarketing channel it was anticipated that as part of this subscription process certain information will be collected including their personal information and subscription plan.

Conclusion

QNP chose to implement the proposed Ezypay solution due to its ability to work seamlessly with its existing marketing channels and because the solution would provide them with the critical customer data whilst improving their collection processes.

The Ezypay solution for QNP was implemented in a timely and accurate manner supported by print advertising to promote the service.

So with the Ezypay service you will have an additional sales channel for members to sign-up. You will have an online self-service channel and not have to rely on members coming into the centres. This should increase the number of enrolments and therefore your revenue.

For more details on how your business and customers can benefit for the Ezypay's Direct Debit gateway go to: <http://tinyurl.com/Ezypay-DDG> or contact the ezypay team on 1300 762 726.