

Ezypay's Direct Debit Gateway

Direct Debit Gateway

Ezypay can also allow your parents 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 parents externally. A feature of this system is that the URL associated with the gateway can be sent to potential parents to allow them to sign up during email campaigns. This is particularly useful and can deliver immediate results in referral campaigns.

2. Parents self-serve online

Option (a) Parents create an on-going payment online

Ezypay can offer your parents the ability to go online to your website and create a DDR for an on-going bank or credit card payment. This is through the use of Ezypay's direct debit gateway (DDG). It is anticipated that as part of 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 parent has provided their payment details a confirmation email is sent confirming their payment details and the terms and conditions of their direct debits.

Option (b) Parents complete the entire enrolment process online

You could use this for only payment purposes or for the entire enrolment process. This would mean that parents could complete all data needed online as well as go online to update their data. 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.

Option (c) Emails with an embedded link

Alternatively, if a parent is not 100% sure that they would like to enrol their child or children, then you can generate an information email for the parent. This email would include an embedded link to your website, pointing the parents directly to the DDG. This would then allow the parent to enrol directly via your web page at a later point in time giving them greater flexibility and convenience.

So with the Ezypay service you will have an additional sales channel for parents to sign-up. You will have an online self-service channel and not have to rely on parents coming into the centres. This is enabled through a web enrolment process or a link in an email to the prospective parents. This should increase the number of enrolments and therefore your revenue.

For further information please contact

For more detail and to arrange a demonstration of the DDG please call one of the team on 1300 762 726, or visit <http://tinyurl.com/Ezypay-DDG>.