

Ezypay's Direct Debit Gateway Features and Benefits



Although being online is a key feature, it is the convenience and portability of the DDG that is its core advantage. Together with the existing benefits of the Ezypay direct debit solution the DDG also provides the following features and benefits outlined in the table below.

DDG Features and Benefits	
Features	Benefits
Customers pay online from bank or credit card	Bank and credit card direct debits via an online with a self-service model. For example increased customers, increased sales, decreased admin time.
Part of an online membership tool	Self-service increases member satisfaction.
On-going debits	Improves cash-flow, breaks larger debits into smaller amounts.
Customer initiated	Low admin costs for the organisation.
Web based solution	Readily accessible any where, any time.
Embedded link in emails	Can be utilised in marketing emails, to follow up new customers and also renewals.
Immediate validation of key information	Takes away the chance of a payment failing because of incorrect billing details meaning that principals increase the amount of revenue they collect.
Part of the Ezypay solution	Ezypay provides a secure, redundant and compliant system to collect customer payments, which means the principal doesn't have to implement security and compliance processes internally.
Failed payment follow up	Customers who fail a payment are followed up by SMS and email which increases the overall collection rate to 99.5% putting more money in the principal's bank account.
Customer fills in mandatory fields	Accurate and update data collection means a speedy set-up and enables on-going communication.
Fully integrated	Can be part of your current software, website and Ezypay billing process giving the principal control of the customer journey and experience including branding guidelines.