

## Winner – Ezypay

[www.ezypay.com.au](http://www.ezypay.com.au)

Back in the 1990s when George Holman was operating a gym, he was constantly chasing payments from customers. As he explains it, customers would forget to bring money in, or they would pay late, or promise to set up an automatic payment with their bank, but never quite get around to it.

End result was that cashflow was irregular. Rather than accept the situation, he decided to do something about it. He struck upon the idea for a simpler direct debit facility and set up Ezypay in 1996 as the solution for him (and for other businesses). It worked for him, taking his membership base from 200 to 4000 a year.

The automated facility is designed to “make life easier... take the hassle out of collecting customer payments... Our direct debit facility allows you to set up your customers into automatic on-going debits

from their bank account or credit cards,” commented Holman.

Ezypay offers the flexibility of streamlining billing and chosen point of sale software.

Training and induction in processes are provided via the phone and internet. Through an automated payment service, it can debit from any account type, debit activation with just one form, and provides a SMS and email failed payment and notification service. Transaction reports can be viewed online.

The Ezypay original direct debit service looks after all billing needs with users fully outsourcing billing. Ezypay on demand direct debit presents a billing solution as an alternative to doing billing with a bank, and provides extra services.

Users send the billing file and Ezypay bills. Ezypay online direct debit service completes the offering, with is a self managed direct debit service enabling users to take greater responsibility in managing customer debts via the secure website.

Benefits to business users include cash flow, attracting more customers (through competitively priced products), better bottom line and customer retention. From convenience viewpoint, time management is enhanced, and users can view transactions at any time and analyse key trends. Ezypay boasts a collection rate higher than 99 per cent.

Initially designed with fitness clubs in mind, the business now services clients across a range of industries including health, leisure and fitness, associations, medical and dental charities, childcare, training and

education, leasing and hire, security, software and IT services.

With a staff of 31, Ezypay has notched up several milestones: by 1998 a million transactions had been completed; in 2006 they expanded into New Zealand; in 2008 created an online secure customer initiated direct debit gateway and this year – 2009 – have handled over three million transactions.

“It was the first business (outside a bank) to provide direct debit to other businesses in Australia. “The first to provide SMS failed payment follow-ups, and to provide multiple direct debit services created specifically to suit different types of customer needs,” Holman explained. “Our vision is to be growth businesses’ first choice for the provision of innovative financial solutions throughout Australia and new Zealand.”

Ezypay CEO Trent Brown who collected the Travelscene Award said: “We’re not focusing on [additional] overseas markets at the moment because we still believe we have a long way to go in New Zealand and Australia. We’re now the largest provider of outsourced direct debit billing in the country.”

Travelscene Corporate General Manager, David Padman, said the scope of the finalists showed the strength of entrepreneurial vision and exceptional management which continued to flourish in the sector.

“We at Travelscene Corporate are committed to fostering business success and believe in giving back to the business community. Our members are also strongly aware of the challenges facing SMEs and experienced in working with this growing sector to deliver results,” he said.

“Ezypay entered an exceptional submission and demonstrated why they deserved to be this year’s winners. The strength of their team and their ability to plan and negotiate difficult business waters is evident of the future success of this enterprising SME.”

Trent Brown, Chief Executive Officer, Ezypay

