

# Premier 2010

## CREDIT CARD PROCESSING

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This document explains the benefits of credit card processing and how to get started.

### Description

Credit Card processing through your Premier program is a fast and easy way to collect your funds. Here's how.

- ◆ **Improved cash flow:** Your clients payments are received within two business days of the day you process your bills.
- ◆ **Improved client retention:** Studies show that clients who pay by electronic funds are less likely to switch companies.
- ◆ **Saves money:** The cost of printing conventional bills has been estimated to be over \$1.00 per transaction when counting material, postage and labor costs. You can save money by suppressing the printing of your customer's paid invoices.
- ◆ **Save time posting payments:** Credit card payments are posted to your clients accounts automatically, saving you time from manually posting payments.
- ◆ **Improved accuracy:** The occasions of a payment posted to the wrong account is eliminated.
- ◆ **Saves time:** The time spent printing, folding, stuffing and sealing conventional printed bills is eliminated when your clients pay by credit card.
- ◆ **Improve client satisfaction:** Many clients today prefer to pay bills by electronically.
- ◆ **Industry Trend:** Companies everywhere that bill for recurring services are moving to electronic payments. Many consumers today, and many more tomorrow, expect to pay electronically.

Processing Credit Card payments is easy. Here's how it works:

- ◆ **Establish your merchant account:** To process your funds by credit card, Premier Data Systems has selected a credit card processing company called Innovative Merchant Solutions. Your first step is to establish a merchant account with Innovative. This requires the completion of an online application. To start your application, simply browse to the Innovative web site <https://signup.innovativemerchant.com>. When asked for an Agent Referral ID, please enter this number exactly as written: **d38aa74a-2**. You will then be guided through the application process to become a credit card merchant. Please Premier Data Systems at 1-800-533-7420 with any questions you may have about establishing your account.
- ◆ **Receive your starter kit:** After reviewing and accepting your credit card Merchant application, Innovative will send an email with a user ID and password. This information is entered into the Credit Card setup window in the Premier program.
- ◆ **Obtain client information & consent:** Next, ask your clients to make their monthly payments by credit card. Remind them that paying by credit card saves them time and money. Simply collect their credit card number, expiration date and their billing zip code.
- ◆ **Enter client data:** Enter your client's credit card information into the Premier program on the general tab on the Finance plugin. Set the method of billing to Credit Card.

That's it. You are now prepared to process your credit card clients electronically. To process your monthly or quarterly bills, simply follow these steps.

- ◆ **Run Billing:** Process your bills in Premier the way you always have by clicking on the Billing action on the Finance Plugin. Your program will print conventional bills for all of your clients who are not yet paying by credit card or EFT. For those clients who are paying by credit card, your program will automatically obtain credit card authorizations via the Internet. Once a credit card is approved, the program will place the credit card approval information on your customer's invoice. Normally, your customer's invoice is just saved to their account. If you wish, however, the program will print a paid invoice to mail to your customer. Your program will also automatically post a payment on your customer's account and apply it to their new invoice.
- ◆ **Receive your money:** Funds for your customer's payment(s) will be deposited in your bank account within two business days. You will receive a single deposit for daily totals.
- ◆ **Receive reports:** Innovative will email a receipt to you for every transaction you process. The receipt will include all available details including the transaction amount, card holder's name, etc..

## **Fee Schedule**

The bank will charge a variety of fees to process credit cards. The first and most important is the 2.29% charged on the dollar value of every transaction. That's the rate for "qualified" transactions which means transactions where the customer's zip code matches the zip code of the cardholder. The "Non Qualified" rate of 4.29% will be used on transactions that don't have a matching zip code. Then, the bank will charge a flat fee of \$0.33 cents on each transaction. The total of all of these charges will have to come to a minimum of \$25.00 per month. (Minimum fee is waived for the first 12 months). Otherwise, the bank will charge the minimum fee of \$25.00 per month. Lastly, they will charge a \$25.00 monthly administration fee regardless of the volume of transactions you process.

To learn more about credit card processing or to arrange for a demonstration, please call Premier Data Systems at 1-800-533-7420.