

# Bill Payment for Service Industries

Build Relationships and Grow Your Business with MasterCard



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## Your Customers Are Changing the Way They Make Bill Payments

### We Can Help You Meet Their Expectations.

Consumers want bill paying to be simpler, more convenient, and more secure.

In fact, according to recent MasterCard research,\* the majority of consumers asked would switch to a comparable service provider if it offered them the option of paying bills automatically by credit card.

That's why so many service providers are now offering their customers the option to use MasterCard for automatic bill payments.

### Why Accept MasterCard?

If you already accept MasterCard, you understand the value of secure customer payments. If not, consider the many benefits that MasterCard acceptance offers your business:

- **Positions you as a forward-thinking company.** Payment card acceptance is a step toward offering advanced services and driving sales.
- **Gives you an edge in competitive industries.** Offering payment options can set you apart from—and ahead of—your competitors.
- **Makes processing easier.** MasterCard provides simplified, standardized integration with your billing system.

- **Guaranteed Payment.** Authorized card transactions are paid on time and in full.
- **Real customer value and satisfaction.** Accepting MasterCard gives your customers greater convenience and security, as well as the payment flexibility they want and need.

## Recurring Payments

Recurring payments, also known as automatic bill payments, are simply agreements between service providers and their customers to have payments made automatically, on an ongoing basis.

The payments can be either predetermined or variable, and the customer can control how long the recurring payments continue.

Most consumers are first introduced to the convenience of automatic bill payments via credit or debit card through their health club or Internet service provider, for example, where the same amount is due each and every month. Research shows, however, these consumers would appreciate that kind of convenience in paying other ongoing bills, as well.

MasterCard can help you give them that convenience and other benefits—while helping you do business more efficiently and securely.

\*2005: Recurring Payments Awareness, Behavior & Attitude Research.

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## Recurring Payments Make MasterCard Even More Valuable to Your Business.

- **Increases customer loyalty.** Recurring payments create a stronger relationship with customers, while offering them savings in time, money, and stress.
- **Improves cash flow.** Settle payments in just one to three days.
- **Guarantees payments.** You receive payments in full and on time.
- **Builds incremental business.** Recurring payment relationships offer constant opportunities for new and increased revenue streams.
- **Reduces days outstanding.** Payments are authorized in advance and on a regular basis.

## Customers Appreciate Making Automatic Bill Payments by Credit or Debit Card.

### Here's Why:

- **Ease and convenience.** Payments are made automatically and effortlessly. There are fewer checks to write and stamps to buy.
- **Peace of mind.** Bills are paid on time, and late charges are avoided.
- **Potential rewards.** Bill payments can earn points/frequent flyer miles in eligible rewards programs.

In addition, customers feel secure using their MasterCard for bill payment because they have the protection of zero liability.\*

## How We Can Help You Benefit From Accepting MasterCard for Bill Payments

If you're ready to start a successful recurring payments program, MasterCard is here to help. Here's how:

- **Broad awareness.** We're always spreading the word about the benefits of using a MasterCard card for one-time or recurring payments, motivating consumers to take advantage of this convenient payment option. Plus, the MasterCard Service Provider directory (in the Bill Payment section of [mastercard.com](http://mastercard.com)) is available to let consumers know that you accept MasterCard for payment.
- **MasterCard Offers.** If you want to find new customers or increase card usage by current customers, the MasterCard Offers program can help. You develop a value-added offer, and we'll merchandise it to cardholders at [mastercard.com](http://mastercard.com).
- **MasterCard Automatic Billing Updater.** To make sure you have up-to-date cardholder data for recurring transactions, this feature filters critical data (such as new expiration dates or account numbers) from participating card issuers to you through your acquiring bank.
- **Turnkey Marketing Support.** MasterCard can help you market bill payment with step-by-step guidance and tactical tools such as copy templates for your newsletter, e-mail, advertising, and other communications.

\*Exceptions apply. For details visit [www.mastercard.com](http://www.mastercard.com)

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## Learn More Today

To learn more about how your business can benefit from accepting MasterCard for bill payment and setting up a recurring payments program, visit [mastercard.com](http://mastercard.com) and download these complimentary brochures:

*Revealing Attitudes on Recurring Payments.* Reviews consumer research regarding recurring payments to help you better understand how debit and credit cardholders think and act, and capitalize on new opportunities and emerging trends.

*Selling Recurring Payments to Your Customers.* Provides the step-by-step guidance and communications support materials that can help you build and market a successful recurring payments business.

*MasterCard Automatic Billing Updater.* Offers insights on how this valuable tool can help you keep cardholder data current and accurate.

For more information about accepting MasterCard, starting a recurring payments program, or simply making your current program as successful as possible, contact your financial institution or visit [mastercard.com](http://mastercard.com) today.