AUTHVIA

CREATE A BETTER CUSTOMER PAYMENT EXPERIENCE WITH TXT2PAY®

FIELD SERVICES CUSTOMERS WANT A FAST, CONVENIENT, AND SAFE PAYMENT EXPERIENCE

83%

of consumers want to use their phones or another online platform to make payments.[1]

AND CONTACTLESS PAYMENT EXPECTATIONS AREN'T GOING AWAY

74%

74% of consumers say they will continue to use contactless payment options even after the pandemic is over.[2]

60%

of consumers will switch to a new business that offers a contactless payment option.[3]

IT'S TIME FOR FIELD SERVICES TO STOP SENDING INVOICES THE OLD FASHIONED WAY

While almost 70% of businesses still believe that consumers want to communicate via email,[4] the reality is dramatically different.

9 of 10

consumers want to communicate with a business through texting.[5]

Email presents several problems:

↘ Emails are lost
↘ Emails are unopened
↘ Emails are ignored

And printed invoices create even more challenges:

↘ Customers lose printed invoices
↘ Customers pay printed invoices more slowly
↘ Customers ignore printed invoices

THE POWER OF TEXTING—THE CUSTOMER-PREFERRED CHANNEL FOR COMMUNICATION AND PAYMENTS

97%

of consumers send or receive at least one text every day[6]

82%

of consumers open every text they receive within a few minutes[7]

98%

the open rate for text messages is 98%[8] vs. 20% for email[9]

Nearly every text message sent is opened by the receiver. Compared to lost, unopened, and even ignored emails and mailed invoices, texting offers a way to get paid faster while adding convenience and speed for your customer.

AUTHVIA OFFERS A BETTER PAYMENT EXPERIENCE FOR CUSTOMERS AND FIELD SERVICES BUSINESSES

TEXT PAYMENT REMINDERS AND INVOICES

9 out of 10 consumers prefer to engage with businesses by texting.[10] Printed invoices are lost in the mail and emailed reminders get stuck in busy inboxes. Send payment reminders to make a payment in the channel that's convenient for customers, technicians, contractors, and your front desk staff—text.
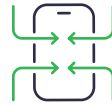
COLLECT PAYMENT WITH TXT2PAY®

To add even more convenience to the customer payment experience, TXT2PAY® allows customers to make a payment directly in the text thread. While 95% of all texts are opened within just three minutes[11] and at least 45% of consumers complete the requested action in the text they receive,[12] TXT2PAY® offers a great way to improve speed-to-payment.

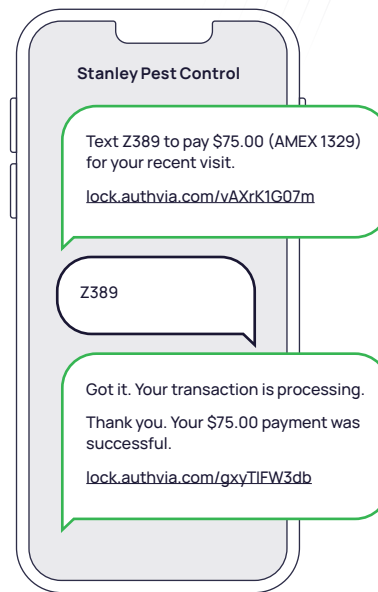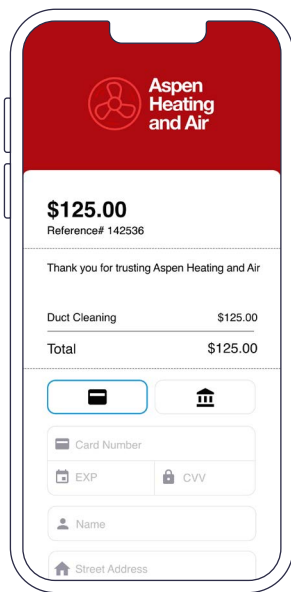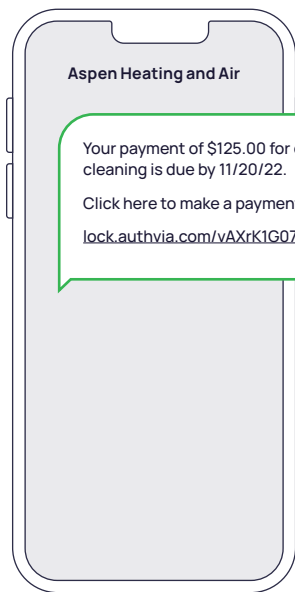## REDUCE CUSTOMER PHONE CALLS FOR PAYMENTS

Text payments and reminders don't just add convenience to the billing experience, they reduce incoming calls for payments over the phone. Text call deflection offers a better customer experience—removing the frustration of interactive voice response systems—and helps front desk staff connect with more customer questions at once, up to 8 conversations instead of just one.[13]

CREATE A MORE SECURE PAYMENT EXPERIENCE

Nearly 70% of consumers worry about the security of the digital platforms they use to make payments.[14] TXT2PAY® offers a safer, more secure payment experience with the highest level of PCI compliance. Customer credit card information bypasses your business and your employees, eliminating fraud opportunities and data breach concerns.

CONVENIENT PAYMENT EXPERIENCES FOR NEW AND RETURNING CUSTOMERS

Aspen Heating and Air

Your payment of $125.00 for duct cleaning is due by 11/20/22.

Click here to make a payment.

lock.authvia.com/vAXrK1G07m

Aspen Heating and Air

$125.00
Reference# 142536

Thank you for trusting Aspen Heating and Air

Duct Cleaning	$125.00
Total	$125.00

Card Number

EXP   CVV

Name

Street Address

Stanley Pest Control

Text Z389 to pay $75.00 (AMEX 1329) for your recent visit.

lock.authvia.com/vAXrK1G07m

Z389

Got it. Your transaction is processing.

Thank you. Your $75.00 payment was successful.

lock.authvia.com/gxyTIFW3db

EASY SET-UP FOR FIRST-TIME PAYMENTS

Customers receiving their first TXT2PAY® request are directed to a microsite—with an embedded link right in the text thread—where they can enter their payment information.

FASTER, MORE CONVENIENT TRANSACTIONS FOR RETURNING CUSTOMERS

Returning customers—or payment requests sent through Authvia from another business—bypass the request for payment information and simply ask for a payment code confirmation.

OFFER CONTACTLESS, CONVENIENT PAYMENT OPTIONS FOR YOUR HVAC, PEST CONTROL, CONTRACT, OR LAWN/SNOW CARE BUSINESS:

Meet customer expectations

Remove friction with touchless payments

Get paid faster

Reduce paperwork and phone calls

Increase payment convenience

MODERNIZE YOUR CUSTOMER PAYMENT EXPERIENCE WITH AUTHVIA.

↘ Make payments convenient—use TXT2PAY®
↘ Eliminate payment risk—keep customer payment data safe and secure
↘ Increase speed-to-payment—send payment requests via text

CLICK HERE TO SPEAK WITH A SALES REP.

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1   https://ntctexas.com/new-study-reveals-83-of-consumers-want-to-pay-bills-online
2   https://docs.globalpaymentsinc.com/v/2021-outlook-five-payment-trends-transforming-commerce-us
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4   https://theblog.adobe.com/marketing-with-98-percent-read-rate-and-10-more-compelling-stats/
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6   https://www.pewresearch.org/internet/2011/09/19/how-americans-use-text-messaging/
7   https://smallbiztrends.com/2019/07/text-message-marketing-for-small-business.html#comments
8   https://theblog.adobe.com/marketing-with-98-percent-read-rate-and-10-more-compelling-stats/
9   https://theblog.adobe.com/marketing-with-98-percent-read-rate-and-10-more-compelling-stats/
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