

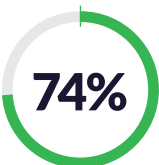
# CREATE A BETTER CUSTOMER PAYMENT EXPERIENCE WITH TXT2PAY<sup>®</sup>

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



of consumers want to use their phones or another online platform to make payments.<sup>1</sup>

## CONTACTLESS PAYMENT EXPECTATIONS AREN'T GOING AWAY



74% of consumers say they will continue to use contactless payment options even after the pandemic is over.<sup>2</sup>



of consumers will switch to a new business that offers a contactless payment option.<sup>3</sup>

## INVOICES SENT THROUGH EMAIL OR THE MAIL ARE OFTEN DELAYED OR LOST

While almost 70% of businesses still believe that consumers want to communicate via email,<sup>4</sup> the reality is dramatically different.



**9 of 10**

consumers want to communicate with a business through texting.<sup>5</sup>



### 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

## AND CUSTOMERS ARE TIRED OF MAKING PAYMENTS OVER THE PHONE

Phone calls don't just take up more time for consumers (on average, phone calls take 10x as long as a text conversation<sup>6</sup>), they create security issues for both customers and call center agents.

### Payments made over the phone:

- ✎ Take longer than payments made via text or online platform
- ✎ Create opportunities for call center agent fraud
- ✎ Add a breach risk for businesses that store payment information

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

97%

of consumers send or receive at least one text every day<sup>7</sup>

82%

of consumers open every text they receive within a few minutes<sup>8</sup>

98%

the open rate for text messages is 98%<sup>9</sup> vs. 20% for email<sup>10</sup>

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.

70% of consumers prefer to message a business vs. call a business when presented with the two options.<sup>11</sup>

And when consumers chat with a business—rather than call—customer satisfaction is 25% higher.<sup>12</sup>

**It's clear that customers would rather utilize texting than waste time—and increase risk—with over-the-phone payments.**



# 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.<sup>13</sup> 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.



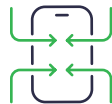
## REDUCE CUSTOMER PHONE CALLS FOR PAYMENTS

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.<sup>16</sup>



## OFFER A SAFER PAYMENT EXPERIENCE FOR CALL CENTER PAYMENTS

Create a safer call center payment experience by offering TXT2PAY®. Agents can send a payment request via text and customers can make a payment immediately without sharing private payment information over the phone, eliminating the risk of call center agent fraud.



## 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<sup>14</sup> and at least 45% of consumers complete the requested action in the text they receive,<sup>15</sup> TXT2PAY® offers a great way to improve speed-to-payment.

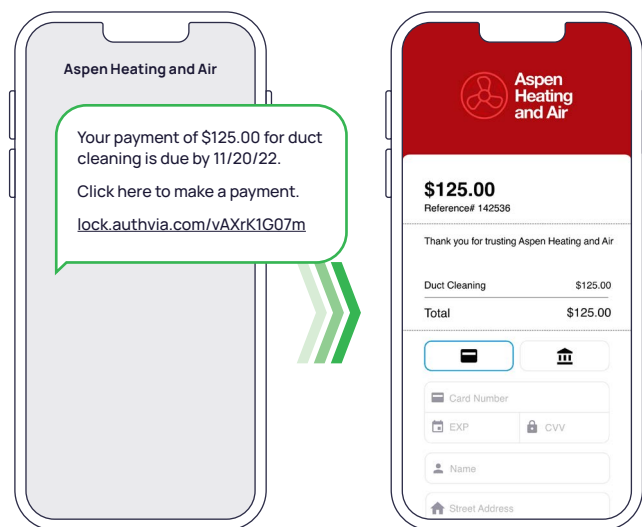


## CREATE A MORE SECURE PAYMENT EXPERIENCE

Nearly 70% of consumers worry about the security of the digital platforms they use to make payments.<sup>17</sup> 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.

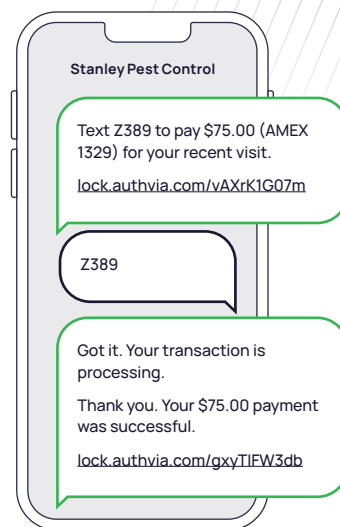


# CONVENIENT PAYMENT EXPERIENCES FOR NEW AND RETURNING CUSTOMERS



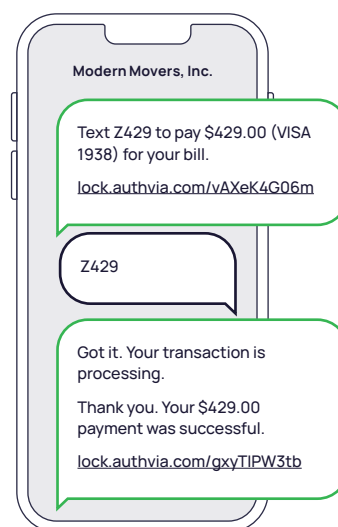
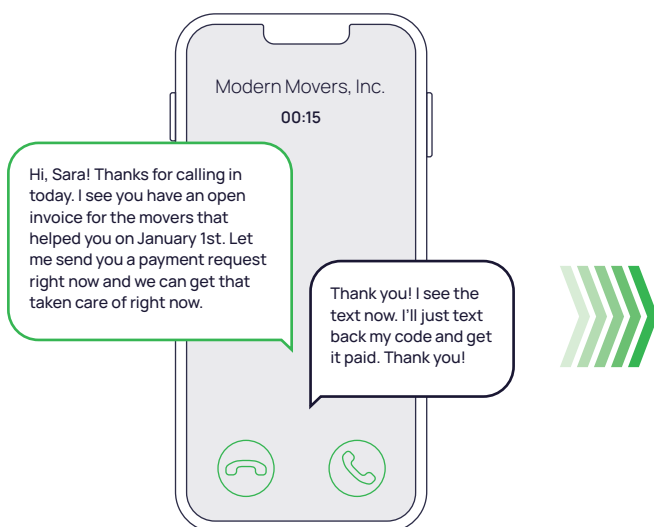
## EASY SET-UP FOR FIRST-TIME PAYMENTS

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.



## PLUS—A SAFER, MORE CUSTOMER-FOCUSED OPTION FOR CALL CENTER PAYMENTS

Call center agents can request payments via text while still speaking with customers on the phone. Payments are sent with TXT2PAY®, bypassing opportunities for a breach into your system or an agent stealing customer payment information.

Plus, instead of transferring customers to a new call center agent that can accept payments over the phone, customers can stay on one phone call—improving the overall experience and the call center's NPS survey results.





## OFFER CONTACTLESS, CONVENIENT PAYMENT OPTIONS FOR YOUR SECURITY, MOVING, HVAC, PEST CONTROL, OR OTHER FIELD SERVICES BUSINESS:



Meet customer expectations



Remove friction with touchless payments



Get paid faster



Reduce paperwork and phone calls



Send payment requests via text while on the phone



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.**

AUTHVIA

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