

CASC Assure – Reviewing your Card Payments Setup

Unlike other business utilities such as gas and electricity, comparing the price of card payment packages is very difficult. Card terminal packages are not standardised and are charged differently, depending on your current provider this makes price comparisons incredibly difficult.

Clubs recognise that accepting card payments is easy but never free. Processing card payments comes with numerous fees, many of which you may not understand, however the majority are what you must pay a provider to facilitate the transaction. However, there are also fees directly from the provider, which can be excessive and unclear, causing confusion when attempting to understand why you're paying what you're paying. With the predominance of cashless payments, it's vital that you get the best package for your club.

Card machines come in all manner of shapes and sizes; ecommerce, handheld, countertop, remote, pay-as-you-go. They are all so unique. The latter of these devices, the pay-as-you-go machine, has seen an increase in usage over the last 24 months. Rule of thumb is that once your club makes more than £2,000 consistently per month, the pay-as-you-go system becomes a drain on the business and your best option is to consider switching. Fixed processing charges mean that your business could save a considerable amount over a pay-as-you-go system.

How can I reduce the credit card charges for my small business?

Are you looking for ways to reduce your overheads? Reviewing your card payment set up is easier than what you might think, and savings can be substantial! Why pay more than what you must in order to take the money as a club?

Some tips to reduce your card payment charges include;

- **Review your statements regularly:** Keeping a close watch on your monthly/annual bill will ensure that you are not being charged hidden fees or have unexpected increases to your rates, as some providers change them quarterly & annually.
- **Be secure and compliant:** Ensuring that you are regularly following PCI compliance regulations will help reduce your risk of fines.
- **Add value via increased volume:** With more revenue going through from card payments this will make the provider more inclined to want to keep you and in turn keep your fees down.

Stronger Security

It is paramount that businesses use safe and secure methods of payment transactions in order to protect themselves and consumers from fraud. Banks and financial institutions have tried to come up with innovative and technology driven solutions such as two factor authentication and biometric authentication.

These efforts have so far been largely successful at curbing the increased efforts of fraud with banks and card companies saying they have managed to stop £1.6 billion in unauthorised fraud. CASC Assure can help your business take measures which can increase your security. We can provide you with a PCI compliance manager that will make sure your business is fully secure. We will also make sure your business is fully PCI compliant which will mean you avoid any non-compliant penalty fees.

Next Day Funding

Some card processors developed a Next Day Funding scheme to mitigate the issue of inconsistent cash flow, a process that would typically take 2-3 business days with most providers. Doing this allows improved cash flow to help maintain payroll and allocated budgeting for suppliers and contractors. Due to the speed of releasing funds early, most payment processors demand an increase in fees to allocate the resources necessary. However, we believe clubs should not have to be charged extra for the privilege of accessing their revenue quicker and have partners who do not charge extra. CASC Assure can match your club with the bank that suits your exact needs, services that include Next Day Funding.

What can CASC Assure Offer?

At CASC Assure, we understand each club is unique, which is why we tailor each plan to incorporate or improve your payment needs. Whether that be a standard card machine package, or a more intricate package that distinguishes between members and non-members, payments for subscriptions and bar payments, we have you covered. You will be partnered with a dedicated Account Manager, who will understand your clubs' requirements and find a bank and service right for you. We thrive in seeing all our clients succeed; that is why you are always our priority in decisions and finding the right package.

Benefits of Having a Dedicated Account Manager

- **Providing you the most valuable card machine for your business** - Because your dedicated Account Manager will have an intimate understanding of your club and its needs, we are able to create a bespoke card machine package for your business.
- **24/7 Support** - We know that your capacity to process card transactions is vital for any modern club to thrive. Your dedicated Account Manager will be on hand to help you fix any problems that may arise with your card machines, ensuring you get back up and running as quickly as possible. Furthermore, our industry experts deliberately partner with leading banks to guarantee that even if a problem was to arise outside of normal working hours, we can provide you 24/7.
- **PCI Compliance** - Out of all the benefits that come with having a dedicated Account Manager this, arguably, is the most valuable. Payment Card Industry (PCI) compliance is crucial and yet 80% of businesses fail to comply. Failure to comply can result in up to a £50 per month fine as well as potential reputational damage. Your dedicated Account Manager is an industry expert and can quickly and efficiently steer you through the system as well as providing training material for your team, ensuring that payments are taken securely and that your club remains compliant.
- **We always stay up to date with the latest in Fintech** - Innovation is key to success, particularly within a business context. It is crucial in such a competitive environment that your business is a leader in innovation, championing the latest technology. We are experts in the Fintech industry meaning that whenever there is a new innovative product that can help your business, we will be on hand to help integrate it into your business.

What's next?

With the current economic costs and spiralling costs there's not a better time to review this cost for the club, especially if you've never reviewed this service previously. We can compare your current provider with our trusted partners and find you a better deal.

Our approach follows 4 simple steps:

- **Send your bill:** Submit to us a month bill or statement.
- **Expert Review:** Our experts will analyse your current package and find the right bank for you.
- **Get your quote:** We will send you a quote of our suggestions, alongside how much you can save.

- **Start saving!**

Savings on average are around 35%, whilst recently some clubs have benefited from savings of up to 62%!

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