

PRACTICAL TIPS FOR SMES

Understanding the benefits of Card Payments



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EMBRACING THE DIGITAL SHIFT

- Card payments have the ability to enhance your customer's experience, boost sales, and expand your customer base.
- With the best card payment systems, it will open up options to consumers to pay any way they want, not just by card.
- Through contactless and digital wallets, you can offer customers the choice of payment-reducing friction and improving transaction rates



CONVENIENCE FOR ALL

- Customers benefit enormously from the availability of card payments. As previously stated, the options opened are already a plus for the consumer, but as a payment method, it is more convenient overall.
- Transactions become quicker and simpler through cards, cutting out cash reduces time spent counting out change and contactless payments are even speedier.



CONVENIENCE FOR ALL

- The security offered by cards is a vast improvement over cash. Counterfeit notes are entirely removed as an issue- an issue that in 2022 reached 199,000 fake notes in the UK.
- Similarly, staff theft becomes a non-issue as well, and this costs UK businesses £140,000 a year.



TRACKING AND STREAMLINING:

- The whole business can benefit from the more modern payment system style. By digitising a large number of payments made- accounting becomes a more manageable task.
- It reduces the risk of human error in the counting and tracking process, and if there is an error then the process of correcting it can be smoother too.



Practical info for SMEs

Explore more tips such as:
How to choose the right provider



Link to the article is in the post!

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