



## CLICK-TO-PAY

Send personalised SMS or emails to your customers with a URL that will prefill reference and payment amount details. Combine with our Outbound SMS and Web Payment services for a fully branded and integrated solution.

Increase payment conversion with Click-to-Pay, producing a personalised SMS or email with a unique URL link for each recipient. This launches a mobile friendly payment web page with as much or as little customer information pre-filled required, allowing them to confirm payment details and complete the transaction.

A customer can enter new card details or use a previously stored card, making it easy for them to complete the payment process. No need to enter a reference number or payment amount, just a payment method.

### Key Features

- Multiple dynamic fields to personalise message content to individual recipients, with a link to an auto-filled payment portal
- Increase payment conversion by substantially reducing the steps needed to make payment
- Sent via SMS or email to customers individually or combine with our Outbound Voice & SMS service for mass send and maximum outreach
- Works on all web browsing devices – smartphones, tablets, laptops or desktop PCs
- Ability to link to a fully-branded, 3D Secure, PCI compliant Web Payments page
- Integrates with your business systems to use customer reference details

### Ideal for a Variety of Sectors

- Debt collection, payment and invoice reminders
- Appointment reminders and cancellation services
- Utility communications such as meter reading requests
- Marketing and promotional messaging
- At-the-door or on-site payments

### How Click-To-Pay Can Be Used:

#### Collecting Outstanding Payments or Making a Purchase

An SMS or email is sent to a customer asking for payment with a unique web link, taking the customer straight through to a web page to enter their card details, bypassing any need to enter order information or customer references.

If the card has been securely saved on the account all card information is pre-filled out, or new card details can be entered to complete the process. An SMS or email is sent as a payment receipt.

Thank you for your order number: 12345. Please click here to make a secure card payment and complete your purchase: <http://mysecurepay.co.uk/Checkout?linkRef=2nv97bvs43v>

#### At-The-Door & On-Site Secure Payments

##### Product or Service Purchase

An agent is on site with a customer and has just completed a purchase. The Agent inputs a deposit or purchase details, including the customer's phone number or email address who then receives an SMS or email linking to a fully branded secure web payments page. The customer can then complete the payment in a PCI compliant manner on their own device and the sales agent doesn't see or hear any card sensitive details.

Thank you for your order Mr Smith. Your installer Gary is ready to proceed, please click here to make a secure card payment: <http://mysecurepay.co.uk/Checkout?linkRef=69hbd9o43>

##### Debt Collection

An enforcement officer is on site with the debtor arranging a payment. The officer enters the case details (including any payment plan arrangements), keys in the debtor's phone number or email address to send an SMS or email that goes to a fully branded secure web payments page. The debtor can complete payment in a PCI compliant manner on their own device. The enforcement officer doesn't see or hear any sensitive card details.

Regarding Case: 0123456 You have £250 outstanding. Click here to make a secure card payment: <http://mysecurepay.co.uk/Checkout?linkRef=7obfj4dsf0bu74>

### Mass Send Email or SMS Campaigns

Combine Click-to-Pay with our Outbound Services to send SMS or email messages to a customer data list. This generates a unique URL for each recipient that takes them to a web payments page with reference and payment amounts pre-filled. All they need to do is confirm a payment method.

You can edit the message content, customise the dynamic fields such as Name, Company Name and Order Reference details and dispatch an SMS or email quickly and easily.

### Ideal for Clients:

- Who have difficulty reaching customers to collect outstanding payments
- Looking to reduce the amount of time call agents spend on outbound activity. E.g. Chasing debt our outstanding payments, processing sales etc
- That already have an interest in an outbound service that will deliver multiple messages
- With a secure Web Payment portal, looking to reduce the number of steps involved in taking payments. E.g. Click-to-Pay can remove the need to input the payment amount and customer reference details - All the customer would need to do is enter new card details or confirm tokenised payment method

### Opening Questions

- Are you currently having difficulty reaching customers for payment?
- Do you want to increase your payment conversion?
- Have you got a web payment portal, but just need a quicker, cost effective way of reaching your customers?
- Do you want to avoid exposing your customers' sensitive card details to on-site sales agents?

### Additional Resources

**Website:** <https://www.keyivr.com>

LinkedIn Page: <https://www.linkedin.com/company/1330739>

Twitter Page: [https://twitter.com/key\\_IVR](https://twitter.com/key_IVR)

Facebook Page: <https://www.facebook.com/Key-IVR>