



payment  
sense.

# Connect with more revenue

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Integrated payments could  
save your business thousands

In May 2018, we interviewed 1,001 small business owners who are also responsible for cashing up and transactions. We asked about their experiences with integrated payments.

Nine out of ten report that integrated payments improve efficiency and increase revenue. To some, integrated payments were even bigger news than contactless.

So we've designed the first ever integrated payments package for SMEs.

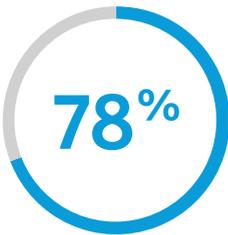
Paymentsense Connect creates a seamless link between card processing and your EPOS system. It speeds up transactions, prevents mis-keying and can generate reports automatically. Take a look at our headline findings, and see how Connect can improve your bottom line.

# 1

## Faster Transactions

Connect is ideal for those in retail and hospitality as it can help you **cut queues in half and turn tables four times faster**

We asked businesses using Connect how it affected their transaction speeds



of SMEs say their current card payment setup has caused delays



said delays lead to issues for their business



said that customers simply walked away when faced with a delay

### Benefit:

Connect reduces transaction times by over 50%, leaving customers with a positive impression.

## 2

# No Manual Errors

Connect can help you **save between £500 - £1,000 a year in written-off revenue** (depending on business size)

We asked about the impact of Connect on SME revenue write-offs

Before Connect:

**£74**

a month

After Connect:

**£31**

a month

38% of revenue is lost due to mis-keyed totals. We asked how often this occurred among SMEs



Replied 'weekly'



Replied 'daily'

# 3

## Easier Reporting

Save up to an hour a week when you cash up with Connect:

We then asked about the difference that Connect makes to daily cashing up



On average, SMEs spend 22 minutes each day cashing up



46% in companies with over 100 employees spend over 30 minutes



17% in companies with under 10 employees spend less than 30 minutes

# Adopting the future

We asked SMEs without integrated payments if they planned to adopt them in the future

**87%**

of all businesses planned to add **integrated payments** to their business

**100%**

of retail outlets planned on **adding integrated payments**

**50%**

of all businesses planned to do so within **the next six months**

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Next, we asked SMEs about their understanding of card payment technology

**49%**

knew 'a small amount'

**30%**

knew 'a moderate amount'

**13%**

say they are 'very familiar'

**8%**

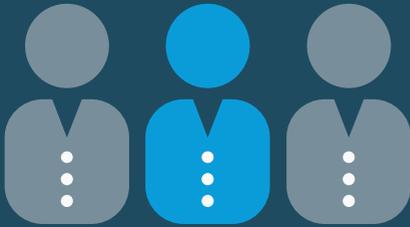
didn't know what it was.

## Benefit:

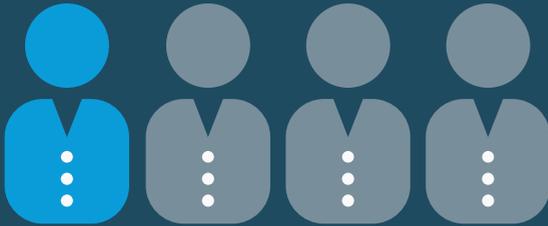
Adding Paymentsense Connect to your business can give you an edge over your competitors, and your customers will appreciate fast, convenient transactions.

# Customer Experience

We asked about the importance of a positive payment experience to SMEs.



**1 in 3 businesses** said a poor payment experience negatively impacted reputation.



**1 in 4 businesses** believe it more damaging to reputation than poor service.

## Benefit:

Paymentsense Connect helps protect your reputation by making payments fast and frictionless for customers.