

5 ways merchant card services can better your business

Merchant card services are a must-have for any business in today's world. Merchant card services allow you to accept credit and debit card sales, which will accelerate your collections, streamline accounting, and ensure secure transactions.

For many businesses, merchant card services are an important part of their evolution. The following benefits are just a few examples of how credit card processing services can take your business to the next level.

1) Increased customer satisfaction and sales volume

In 2020, consumers expect the use of credit and debit cards as a given. If you don't provide this option for buyers, you are already behind in today's competitive landscape. Meeting the demands of the modern consumer is essential to ensure your company's success.

Accepting debit and credit cards allows for faster and more convenient purchases, which not only translates to happier customers, it also means an increased volume of sales. Research shows that customers are willing to spend up to 83% more when using a credit or debit card instead of cash.

2) Accelerated collections, reduced fees

As a business, processing financial transactions costs time and money. One of the major benefits of merchant card services is reducing fees and processing costs while accelerating your collections. Accelerated collections means increased funds availability.

Your company's needs are unique, so talking to an expert about a customized plan for your credit card processing solutions will have lasting benefits. As [REDACTED], Treasury Management Protection Specialist, explains, "Gone are the days of the "one size fits all" merchant processing mentality... We customize our approach for each business."

3) Streamlined money management leads to better financial decisions

Managing cash flow is one of the most important tasks small businesses face, and merchant card services provide accounting advantages that simplify your operations. If your business implements merchant card services, you can instantly and automatically capture credit card transaction data. The automation of data collection allows for more timely and accurate transaction history analysis, helping you make more informed financial decisions for your business.

4) Safer transactions

In today's world, the safety of your financial transactions is paramount. By handling transactions digitally with merchant card services, your business can more easily monitor where and how your money is being spent. Using secure methods to process payments such as partnering with reputable credit networks or using an automated clearinghouse (ACH) can reduce your risks and ensure that financial transactions are handled safely and securely.

5) A better way of doing business

It's important to consider what's best for you and your long-term goals. For local business owners like [REDACTED] of [REDACTED], implementing merchant card services enhanced his company: "During a meeting, [REDACTED] asked questions and identified that [REDACTED] could save us money on our credit card transactions. We quickly changed services and had all the equipment promptly delivered so we didn't lose out on any more money with our current provider."

Opening a merchant card services account can change your business for the better. To speak to us about how our merchant card processing services can meet the unique needs of your business, contact our team at [REDACTED].