



LEAP PAYMENTS

Simply Better Credit Card Processing

The Secrets They Don't Want You To Know: The Truth Behind Payment Processing



CrowdReviews 

Buyers Guide Based On Client Reviews

The crowd rates us 5.0 out of 5.0

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AN INSIDE ANALYSIS OF CREDIT CARD PROCESSING

In business today, we have begun to notice a decline in the amount of people who are carrying and paying with cash or checks. With this being said, we all know that the use of credit cards isn't a new payment process, but with the introduction of new payment

methods such as, Apple Pay, near field communication (NFC), and EMV technologies, using a credit or debt card for your purchases have become more convenient and more desirable. Most retail shops, restaurants, online retailers and even your local corner hot-dog stands are accepting credit card payments.

Why is this the case? Because it is extremely easy to accept a credit card for payment. It takes little to no time to process. And most obvious of all, "Why Not!". Merchants who do not accept credit card payments are missing out on the potential customers who want their goods or services. Typically these vendors believe that it is too expensive





or inconvenient to accept card payments, but they are wrong because the cost of losing out on future business will outweigh the minor fees a merchant processor will charge for their credit card processing services. Now there are a number of factors that should be taken into consideration before deciding on a company to handle your credit card processing. But for now we will focus in on the top five highly regarded requirements when selecting a merchant account provider for your business.

proving whether or not they will be able to save you any money annually in comparison to your current provider or other competitors (if you are a start-up). The question all business owners should ask their potential processor is, "do you offer interchange-plus pricing". Many processors don't offer interchange plus pricing because frankly they make less money with this pricing method. Others will only offer this to merchants processing more than \$50,000 or \$100,000 each month. Most providers will keep their clients on a tiered-pricing program, which generally means they profit more and you pay more. Interchange-plus pricing eliminates the confusion of what you are being charged and is one of the most transparent and easy to understand pricing structures.

Factor #1

How Much Will It Cost?

I. True Cost & Transparency

As a business owner, you must find the best financial solutions to help lower your operating costs. With that being said, any potential merchant provider should be able to provide you with a free quote;

II. Monthly & Transaction Fees

Processing fees that providers charge you on a monthly basis can surely add up over time. A business owner or financial controller must analyze all the fees that will be accrued and compare it to other processing quotes in order to

identify what makes the most sense for your business. Many merchant providers outline their fees in numerous ways. As the business owner, you must understand the differences in the fee structures. How much is being charged when you accept corporate cards versus consumer credit cards or are you paying a flat rate for all card types? Rates and savings will be significantly different from provider to provider, but will be ultimately determined on how you would negotiate your account. The more volume your business processes along with several other risk factors will aid you with acquiring the lowest rates possible. Don't be afraid to dig in deep with a company's sales representative regarding all their fees; this is information you must know prior to signing up with a merchant service provider.

Factor #2

Are You Supported 24/7/365?

Next to saving your company money in the long run, a provider's customer support should be the most important

factor when selecting a company to serve your business needs. Imagine not being able to process any credit card transactions due to a system error on your online store front? How about a malfunctioning terminal with frustrated customers waiting in line to pay? Sounds like a merchant's worst nightmare right? Well these situations really do happen and you, as the business owner, must figure out ahead of time if someone will be in your corner at all hours of the day.



Factor #3

Will All Transactions Be Secure?

I. Data Encryption

To ensure that your customer's personal information remains secure and protected during any online credit or debit card payment process, business owners should operate with a payment processing solution that requires SSL (Secure Sockets Layer) Certificates. SSL certificates aid with the encryption of any personal data that is streamlined through your company's website,



preventing any possible identity theft. It is highly advised to have several protective solutions in place, in order to best protect your customers and your business' financial well-being.

II. Fraud Protection

One of the most important questions that needs to be kept in mind when accepting card payments is, "Does this transaction make sense?". What we mean by this is, there are numerous situations where consumer credit cards have been breached and therefore any transactions not made by the owner of the card is deemed fraudulent. When the consumer disputes the fraudulent credit or debit card transaction, it will be classified as a chargeback. In many situations, the merchant is left out of the dispute process or is informed too late. In 58% of all cases, the merchant is never informed of the pending dispute, leaving them stranded and without the ability to protect themselves against the chargeback. Annually, merchants lose millions of dollars

due to chargebacks; which means money is forcefully taken from the merchant's wallets.

Merchants can lose up to 270% on a chargeback. Which means if your business suffers a \$100 chargeback, you may end up paying \$270 in fees. Begin protecting your business by making sure your provider offers your company solid fraud protection solutions.

Factor #4 Who Are You Working With?

Another factor that must be taken into consideration prior to pulling the trigger on a merchant service provider is whether or not the company you are looking into has a good reputation? You can easily find out As well, you can find reviews or complaints by searching on the Better Business Bureau (BBB.org) website.

Typically, it is advised to locate companies with an 'A' or better BBB rating and to make sure that they are an 'Accredited' company. This is important for legitimacy



and service accountability. Feeling comfortable with a company is a must because they will help allow you to focus on your company's growth rather than wondering if all transactions have gone through appropriately or if your daily deposits have been made into your bank accounts. It is always advised to do your due diligence prior to making any final decisions with a merchant provider. Reviews and customer feedback will identify key points such as, 'Are they working as an independent agent or are they a direct service provider?'; This is important in the long run because it ties back into customer service and making sure that who ever you work with is accessible at any given time of the day.

Factor #5 Full-Service or One & Done?

Now as we all know, the business world comes with random moment where anything can happen at any time of the day, Being able to rely on your merchant service provider for more than just credit card processing will come in handy when you least expect it. When shopping around, ask the sales representative if their company provides additional services such as Point-of-Sale Systems, Chargeback Protection services or Additional Security Protection Services.

As a business owner, you must know what resources are available to you. If you need quick funding, ask your prospective provider if they offer Next Day Funding; or if you decide to expand into a high risk industry, your merchant service provider should be able to provide you with a new high risk merchant account. Overall, when deciding on a service provider, you must always keep these points in consideration. The company you select should always be in your corner helping you grow and protecting your customers and your business. Having the right tools for you business is crucial. To learn more about getting started with efficient financial solutions and growing your business with Leap Payments.

Contact us at: (800) 993- 6300
or
Visit us at: www.LeapPayments.com