

## The Challenge

Consumer payments have undeniably continued to trend towards paperless transactions. However, businesses have shown significantly lower rates of adoption for electronic payments. A majority of businesses continue to use paper-based processes and paper types for B2B transactions, including the check in its various forms. While many organizations have been slow to incorporate card acceptance, studies show credit card usage in the B2B industry continues to increase as more businesses utilize purchasing cards in place of the traditional purchase order process. Purchase and corporate card transactions require a POS that can support enhanced data capture for Level II and Level III interchange, which can significantly reduce the cost of acceptance.

## The Solution

*Lakeshore Payments* can assist your organization in further understanding the implications of these trends in electronic payments. We will provide a comprehensive analysis of your acceptance program in an effort to answer some of the following key questions:

**Should you be implementing new payment acceptance programs** for credit, debit, check or ACH direct billing? Can card programs be implemented for specific segments to improve cash flow and reduce administrative issues?

**If you already accept credit and debit cards** are you qualifying for the best interchange rates and how can you further reduce processing costs? Are you leveraging new payment technologies to increase on time payments? Do you have the resources in place to meet PCI Compliance requirements for data security?

## The Program

- **Interchange PLUS Pricing** Interchange and Network Fees are passed through for a fully transparent pricing structure.
- **Transaction Processing for Credit, Debit, Check and ACH** Accept all major card brands and process business and consumer checks in the back office.
- **Interchange Management** Reduce the costs of your cashless program by ongoing evaluation of interchange qualification, processing fees and methods of acceptance.
- **Integrated POS System** Implement a web-based solution which will allow for real time or recurring billing authorization and settlement. Process credit, debit, check and ACH transactions with a consolidated application. Capture Level III data to qualify transactions at the lowest interchange rate.
- **Customized Reporting** Comprehensive web-based reporting can be designed to meet your business and settlement requirements, whether managing single or multiple locations.
- **Customer Service** A designated Relationship Manager will be assigned to your business to conduct quarterly reviews, escalate dispute items, coordinate successful resolution and provide chargeback support.
- **PCI Compliance & Security** We will assist your organization in understanding the PCI DSS guidelines and implementing a program for protecting consumer data and maintaining compliance.