

Five Tips to Supercharge Your B2B eCommerce Hillary Heath & Kim Lombard

Introducing Hillary Heath and Kim Lombard (00:00-01:36)

Welcome to the DCKAP Summit Spring edition. Hopefully everyone's doing okay, fine. My name is Tim Diep and I am the customer success manager at DCKAP and I'll be hosting today, so I would like to bring up Hillary Heath and Kim Lombard from APS Payments.

Hillary Heath is a general account manager at APS payments, leading payments processor and provider that specialized in business, the business level three processing and offers on the channel integrated human Solutions.

Hillary has an extensive knowledge and understanding of the credit card processing industry and strives to execute a shared focus and intentional strategy to obviously provide unsurpassed value to partners and our customers. Leveraging her experience and expertise in conjunction with that over partners enables, and users and partners to take what the process needs to new heights. I'd also like to bring up Kim Lombard, who's the channel manager at APS payments and has over 25 years of experience in the financial services industry.

Kim has an extensive experience and knowledge of the merchant services industry, working hands on with hundreds of merchants to streamline processes and the minute improve quality services, support assistants with the culture and core values of a Pius payments, and they'll be talking about five to supercharge your B2B e-commerce. So I'd like to welcome Hillary can't thank you guys enough for joining us.

Getting started with an overview and agenda (01:37-3:09)

Thank you so much for introducing Tim and thanks so much for joining me as the next payment team here at the DCKAP e-summit. I just wanted to take a few moments to introduce myself and my colleague Kim Lombard. We are both Channel managers at APS payments. And where's your data? Highlights from tips for supercharging your business to present we commerce and we're gonna have a great time doing it. Kim and I have very different backgrounds. I came from the sale, site of payments and myself from the integration side meeting in the middle to bring you a full spectrum of industry knowledge. I wanted to show you guys a few things about us and some background on the APS payments as an organization. Here's our list of

humble brag writers. We are a processor and an integrator tested by thousands of merchants in over 20 countries. Our team of experts myself and even included worked diligently to offer innovative products and services to emergencies no matter the processing volume.

We partner with companies like DCKAP, That's why we're here today to help find those payment processing complaints. You guys stop and work together to find the best and most comprehensive solution that makes getting paid easier.

Yeah. Quick. Stop on the agenda today for you know what to expect will walk through some challenges that you may be experiencing. Take a look at the B2B industry as a whole. And Kim will take us step by step to ensure that you're needed in the e commerce solution is primed and ready to go.

B2B Industry Challenges (3:10-4:45)

This industry of all it turns out, there is a difference between buyer behavior and expectations and what businesses were offering. The expectation of a you or me as the consumer is now one click, and it's done. My product is on the way out the door.

Ready about our other businesses are getting wise to that. And something in the industry practically changed overnight or over the past year and a half. The tools of your competitors may be a little more in enticing your customers. I know I'm willing tol. I'm unwilling to jump through hoops to do business when I know they're sites that are more user friendly, and the checkout process is easier

Truthfully, the way it was done, 20 or even 10 years ago was slow, costly and risky, easy to use for customers and your internal team becomes crucial for me. Gaining productivity across your business units for you're focusing on customers excess and your products instead of operational bottlenecks.

Playing catch up on payment that already went out the door. You further complicate things. Baby relationships are often personal, and might involve local multiples. Decision makers make the cycle longer with marquee players, and you might be using multiple distances for procurement and shipping. And getting these pieces and people to communicate effectively isn't an easy path.

B2B Order Transformation (4:46-5:40)

Gone are the days where the only way to get something was to call in using the number on a catalog. Talk to that customer service rep over the phone or fax, a purchase order payment gets delayed. The check is in the mail. We've heard that before, And as I said earlier, maybe your accounting system doesn't talk to your inventory management system, and that doesn't talk to the shippers.

Networking multichannel ordering called Packed email. Collect biologicals in the store. You bet. Integrated business operations where information from your customers flows from one modality.

B2B Payment Process challenges (5:41-7:01)

Not two adjectives that you want to hear. When you're talking about your company's finances, and truthfully, not all payment processors are set up to provide me with pricing or even want to pass on savings to customers. There's this time and programs like level three processing specifically for the transactions that are tricky to take advantage of time consuming and can cost in your business more than they could be paying if you aren't doing it right. A typical merchant service provider can give you the runaround when live customer support isn't available. Not great when you get information about payments right now, lack of centralized reporting, and insights into your payments can result in extra time. Hot and in its payment cycle of destruction.

And not being able to process in the country in which he came to do business. Not exactly gonna help me get the doctor Mandel processing the lack of adequate automation capabilities out of the back office integrations lacking in Electronic invoicing. That team duplicate entry errors wasted time fixing those errors, and that means the added expenditures and added time.

This is an order view of the B2B business. You might see some things that are applicable to your company. Are your customers researching online prior to purchasing with you? Maybe they're using social media. But if you consume arising you're to be commerce to see revenue increased by 25%.

B2B Industry Stats (7:02-8:15)

B2B e-commerce transactions are estimated to reach 1.2 Trillion by this year, and they also said that 93% of wholesale buyers prefer to buy online. This is a new world. You see these trends emerging every day and I'll be frank with you. The time for B2B ecommerce is now.

So in summary fine tuning, beats easy payments and offers a tremendous benefit for B2B business. You'll improve visibility data and reporting and improve supplier relations and include cash flow, simultaneously reducing crossing time, reducing approvals and time consuming work load and reducing the administrative costs that are associated with getting paid.

Kim Lombard, Five tips to Supercharge Your Business (08:16-08:30)

Now, I'll hand it over to Kim, where she could give you the tools and tips needed to supercharge your B2B solution.

Right, Hilary. Thanks so much.

Hey, Jack. So I'm gonna just run through a few tips. I hope you find useful

Tip 1: Engage an integrated payment processing provider (08:31-09:54)

I hope you find useful tip number one.. You want to engage with the company that has experienced developing solutions for rigorous enterprise level challenges. You also want to make sure your commerce platform and processor work effortlessly with your accounting and other business software and if possible you want a single source and all in one payment interface.

So you want a company that will provide easy, convenient ways in which customers could pay but also provide you with flexibility control.

Control for reconciling all payment channel data from a single source. So, therefore it's often recommended to do a little research prior to, um, you know, prior to rolling out your e-commerce platform really just to eliminate having to deal with multiple providers and unnecessary cost.

You also wanna get a way that integrates into all known leading shopping carts that just magento or woo commerce are APS Gateway is just that quick and secure. Check out, even if you're offering Omni Channel Services, you're missing out on a valuable cross channel.

Tip 2: Find the right ecommerce platform (09:55-10:53)

Even if you're offering Omni Channel Services, you're missing out on a valuable cross channel. Insides If you're back in are not connected, so that leads me to tip number two.

Which would be finding an e-commerce partner that has experienced integrating with your back Officer, ERP accounting system. So as I mentioned previously you want a company that has experience with demanding business challenges and APS payment has years of experience developing solutions for B2C and B2B.

Our payment Integrations air is easy to use really? Because they work seamlessly with the counting of business systems You already use every day whether it's credit debit, ACH recurring, mobile or on the go payments. Or you need self serving portals such as are quick to pay where customers can buck and, um, voices down to light on detail and make a minute. We've really got you covered.

You also want a company that has innovations into leading ERP systems. Yes, we have flexibility on integrated payment solutions for every business and work with reading ERP systems And really, with the help of DCKAP, the possibilities are endless.

Tip 3: Choose an omni channel payment system (10:54-12:26)

So we've already discussed giving customers more ways to table and increase revenues. Also that you don't want to limit options because your competition

certainly won't. But in most cases, businesses end up with multiple providers and a gateway.

You know, as an added solution for their customer work, it sometimes starts with maybe a standalone terminal, which is an actual point of sale system which again needs mobile or on the go payment for field service. And before you know it, you have

Then you add your eCommerce before you know it. You have multiple providers, which present entirely a new set of challenges. So let's look at some of the problems you might face with multiple gateways and payment service providers.

You may have now you may now have me channel solutions for your customers and how they can pay. But you also have additional costs and no centralized recording, so therefore, he spent time and manpower searching for transactions and making multiple calls to result in questions or issues.

With this single gateway that provides for omni channel payments as well as integrating into your e-commerce and earpiece system. You really want to give a B no added cost two at a time or duplicate entry. All the information is at your fingertips. So seeing who came in Gateway provides for not only a single point of contact or source, but also it won't minimize mistakes and increase security.

Tip 4: Maximize level 3 payment savings (12:27-14:16)

Tip number four B2B payment Processing has really modernized the way in which companies do business and with flexible convenient payment options really go above and beyond the house away for checking the mound, So let's look how you can leverage level three processing.

For those of you who might not be familiar with level three processing. It was put in place almost 10 years ago. And really, the intent was to drive B2B transactional costs down. In other words encourage businesses to accept credit card as a form of payment from other businesses. However, there's still large majority of companies not taking advantage of level three processing.

And having set of works is by providing a few extra data fields for business program or government cards actually receive a reduction and interchange and interchange rates.

But in order for you to receive this savings, you have to be on it entertaining at surprising structure. So if you're unsure of your pricing structure is

You know what your pricing structure is? Or if you're receiving level three or went to serve, leveraging level three processing. Please get in contact with us because we're always here to help.

As you can see here. These are the data fields required for level 1,2 and 3 processing. Um do you want to mention that most of the additional data fields at me for level three processing or more than likely?

Already within your ERP system, the ERP system that you're using every day and for those data fields that are we've actually automated the process and therefore all the information is passed along to Visa, MasterCard. And you to receive that lower interchange trade.

Tip 5: Choose the right technology (14:17-15:20)

So moving on this tip number five. Choosing the right technology is sometimes easier said than done. Last year really made it more challenging than ever. And we know that that consumer preferences are really here to stay. You want a company with experience and providing multiple payment options for your customers, but also communicates with your other businesses. You want your customer payment information safe and secure.

Along with reliable protection against front. You want to be able to take advantage of innovative features as well as leverage discounts you're entitled to receive. You want clear customer services, support that standing by and ready to help.

And you want all the buzz, But you know the least amount of effort and cuts. We get it and therefore why we don't charge for payment integrations, implementation training and maintenance.

It's also where we really value and really rely on our partnerships with companies like DCKAP

Get more from your middleware (15:21-16:41)

Getting more from your middle air. So as we discussed, an integrated platform really eliminates roadblocks. Roadblocks you might otherwise face didn't connect. All of your business applications are probable by cohesive solutions.

Together bullets to optimize systems that you already used as well as increased control and provide transparency. Yeah, well providing are proving productivity.

So we really worked diligently to save you. Time and money. What? They're seamless integration. So if you're looking for a diligent payment partner look no further than APS payments.

Wrap up (16:42-18:01)

With that. I want to thank everyone for taking time out of your busy schedules today to join us. I sincerely hope for a little knowledge from the information we share.

And again if you'd like additional information with regards to your pricing structure, or left, leveraging level three processing, please do not hesitate to contact myself or Hillary. As I said, We're always here to help.

The other thing is that I'm gonna post in the chat elite for our relief kits. If you'd like to go into that link and fill out information, we will definitely get that relief came up to you ASAP. Andre won't be around to answer any questions.

So I think that's it. I wanna thank everyone again and Tim, I'll turn it back over to thank you so much, Hillary. Okay, great presentation, and, uh, since Titus right here, this is my boy. He's nine months old and just woke up. So it's always been great work from home. So thank you so much for that. That's all we have for now, and hopefully they get to stay tuned for next week's summit in November. We do have these sessions on a monthly basis. Specific case study examples, I think the one for June will be more on the Jan San industry. Thank you guys so much for your time, and you guys get to stay safe out there.