

9 steps to get your customers actively using your online payment portal

Customer payment portals are a must-have for AR teams. But they're only effective if customers are using them. If they aren't, you're potentially missing out on:

- Greater AR efficiency
- Happier customers
- Speedier payments
- Automated cash and account reconciliation

Stop managing customer communications about invoices and payments in separate channels—and processing payments in multiple places. Get as many of your customers using and paying through the portal as possible and reap the benefits.



Pre-launch best practices

1 Inform and educate internal teams

- Get your teams excited about your new customer payment portal
- Engage your AR staff early and identify daily processes that will change
- Schedule training for those that the implementation will affect



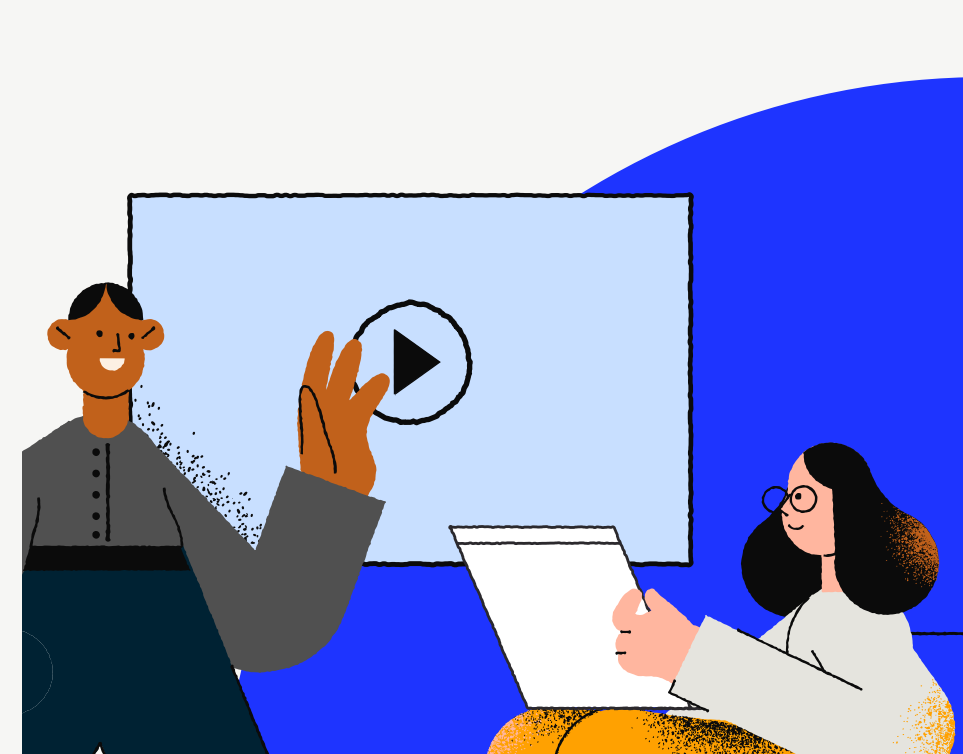
2 Review customer email data

- Review the contact information you have and gather any that's missing
- Invite your customers through email to begin using the payment portal

First name
Last name
Company email

3 Build customer awareness

- Educate customers on how to manage their invoices with your new portal
- Send emails that include feature summaries, self-service payment portal benefits, and implementation timelines



“Having our sales team involved was great because they’re the voice of the customer. We presented this not as something we decided to impose on the customer, but an initiative we were doing that we wanted to make sure customers came alongside.”

Peter Gibbons, TireHub, Former CEO

Launch best practices

4 Invite customers to the portal

- Send branded email invitations directly from within the portal
- Explain portal benefits and provide links to where customers can activate their accounts

** Enroll customers in phases to fix onboarding problems on-the-fly. Alternatively, enroll customers at once to prevent confusion stemming from existing system familiarity.*

5 Promote the self-service customer portal wherever possible

- Continuously promote online payments
- Call out the new payment portal in all customer communications and channels

** A note in your email signature directing customers to where they can pay online is effective and not intrusive.*

6 Enable email notifications

- Send a series of timely, targeted email notifications from within the portal to continue inviting customers to use it
- Alert internal team members about customer activity as well

** One email is often not enough to encourage behavioral changes. Personalized messaging over an extended period of time will keep your solution top-of-mind.*

7 Incentivize customers to use the portal

- Introduce an incentive program to get customers excited
- Reiterate benefits such as the multiple payment options available, autopay, and enhanced security

“We started an adoption campaign with a very large pool of accounts during the onboarding phase, and wrapped that in with a several-month-long marketing campaign to further entice accounts onto the payment portal. Our entire organization supported the campaign efforts, which resulted in a large shift of adoption numbers. This work has drastically changed the way our accounts can engage with our internal team, and simply continues to grow the value-add funnel we want to promote to our account base.”

Nick Bewick, Ecommerce Manager, Ideal Supply Company Ltd.

Post-launch best practices

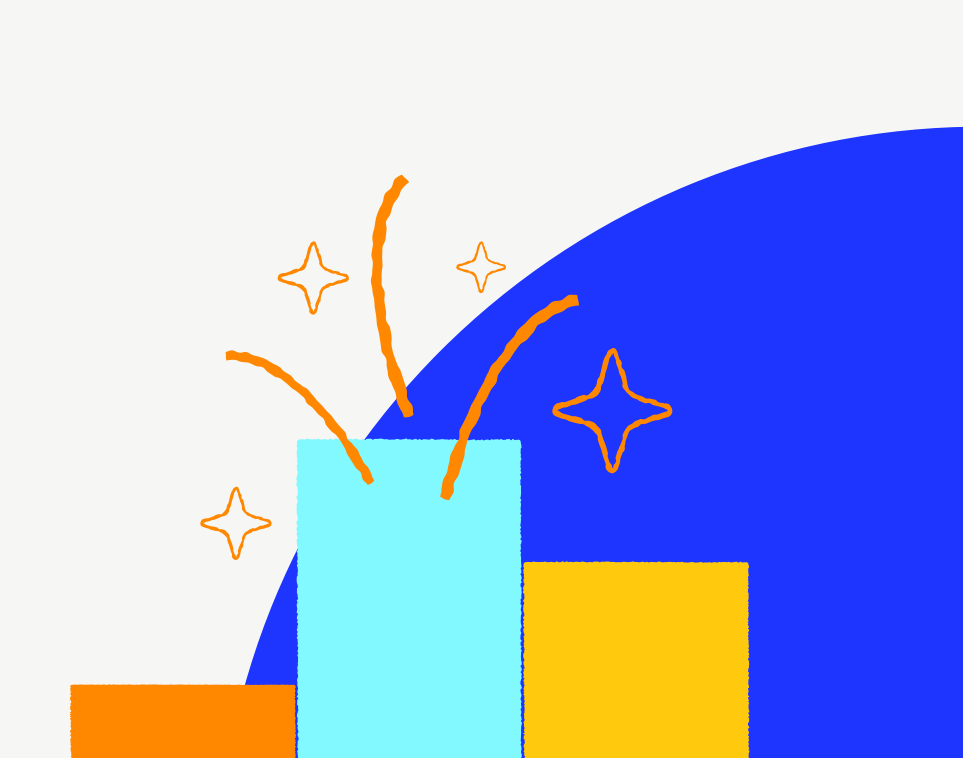
8 Engage customers who haven't signed up

- Encourage customers who have only visited the portal to make their first payment
- Reiterate how easy it is to set up card or bank account information and pay online



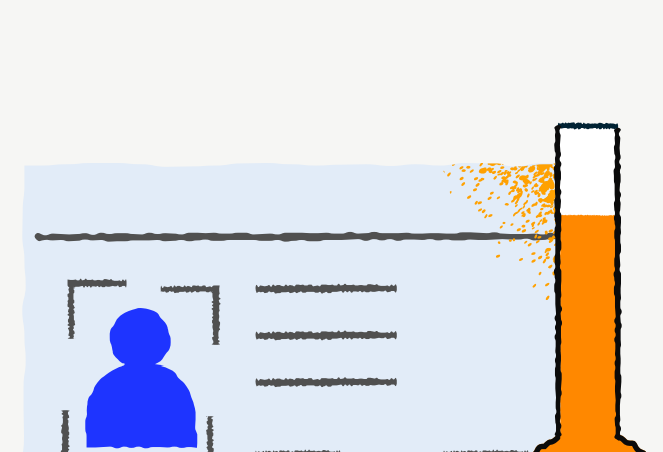
9 Incentivize internal teams

- Promote the new customer payment portal internally
- Reward teams that sign up the most customers
- Establish a regional contest and set sign-up targets by collectors



How to measure customer adoption

Three metrics can measure customer adoption success.



A Platform adoption

- Measure the percentage of all customers using your platform to either pay invoices, access account info, view invoices, or communicate with you



B Payment adoption

- Measure the percentage of customers paying through your portal



C Net promoter score (NPS)

- Measure your customers' willingness to recommend your company to others
- Survey your customers about how likely they would be to recommend your customer payment portal to a peer

Versapay's customer payment portal lets you accept payments online and work collaboratively with your customers over the cloud to speed up cash flow.