

Case Study

How Evac+Chair saved £2,000 and enhanced their payment processes

Established for over 40 year, West Midlands based Evac+Chair are the original manufacturer and global leaders in evacuation chairs for the mobility impaired.

 **EVAC+CHAIR**
Emergency Evacuation For Everyone

The Challenge

Caroline Dodds at the CFO Centre introduced Gavin Nagra, Finance & Operations Director to Richard, CEO acceptcards® to see if they could benefit from a review of how they were handling card payments and check at the same time if a better deal on the costs would be possible.

Whilst cost savings were quickly identified, after getting a better understanding of how Evac+Chair customers interact with them, the major requirement that came to light was reducing the time and administration costs in having to take payments over the phone.

The Solution

Introducing secure payment links generated from a virtual terminal and sent by email with invoices or quotes would enable customers to pay securely at a time to suit them. The service facilitates payments 24 hours a day and reduced associated costs considerably for the Evac+Chair team who didn't need to take as many payments over the phone.

Gavin had also mentioned they'd been looking at their website as a means of taking payments. A follow up meeting was arranged to explore the plans with the company's IT & website manager and what they wanted to achieve.

After presenting all the options available, the Evac+Chair team decided that all they essentially needed was an area on the website where a customer could enter an invoice reference, amount, name and make a payment themselves.



Making the switch

Once the new merchant account was open on the lower pricing, the acceptcards® support team arranged for the new virtual terminal to be set up, along with instructions on how to generate and send out the secure payment links.

Once this element of the switch was completed, a meeting was arranged with solution partner Sticky®, and the Evac+Chair IT team to talk through how they could easily set up the payment button on the website, without lengthy and expensive integrations by using the same secure gateway as the virtual terminal.

This was a factor when deciding on the best virtual terminal option, based on having flexibility to add further functionality as and when required.

No Risk Payments Advice

Gavin is delighted with the outcome for Evac+Chair, having not only achieved a significant cost saving but in making a few relatively small changes the benefits to his business in the way they securely accept payments has enhanced the support given to their customers and finance team.

As a business that delivers solutions so their customers manage risk in their buildings, Gavin values the peace of mind knowing he has Richard and the acceptcards® team, as independent experts in payments always on hand to help should their requirements change or any advice is needed.

In their words

"In business, we meet people who we forget in an instant and others who have an impact way beyond the initial conversation.

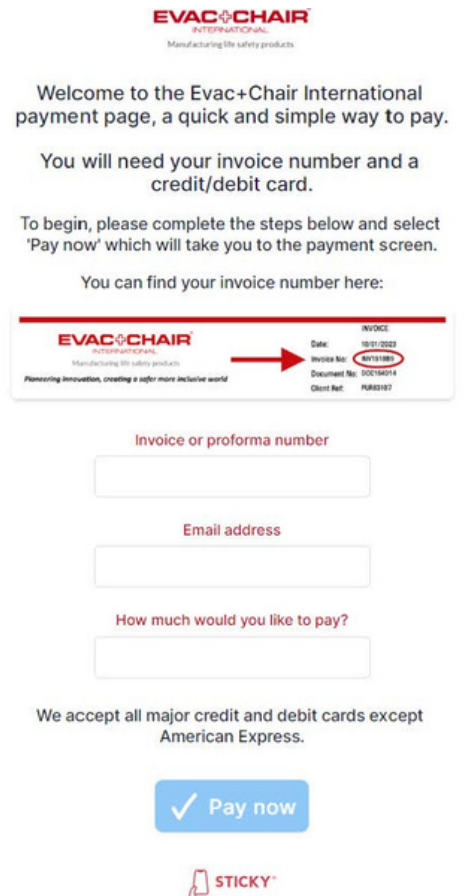
We were happy doing what we were doing as we didn't know any other way. Then I met with Richard, he took his time to listen to what we did and how we operated. From our discussions, he quickly came back with suggestions on how we could make positive changes to the way we took payments.

Having experts like acceptcards® in your corner is what every business needs. We've made significant cost reductions which are obviously welcome, but we are now serving customers better than ever which you can't put a cost on, it's priceless."

Gavin Nagra - Director, Evac+Chair

"I am delighted that my client is able to save £2000 per annum and, even more importantly, that the implementation of efficiencies in taking payments provides a better customer experience."

Caroline Dodds - Director, The CFO Centre



EVAC+CHAIR
INTERNATIONAL
Manufacturing life safety products

Welcome to the Evac+Chair International payment page, a quick and simple way to pay.

You will need your invoice number and a credit/debit card.

To begin, please complete the steps below and select 'Pay now' which will take you to the payment screen.

You can find your invoice number here:

EVAC+CHAIR INTERNATIONAL Manufacturing life safety products Pioneering innovation, creating a safer more inclusive world	Invoice No: 00191889
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Invoice or proforma number

Email address

How much would you like to pay?

We accept all major credit and debit cards except American Express.

✓ Pay now

STICKY®

