

How Hampton Swim School Realised the Full Benefits of Automated Payments

Julia Hamm shares her story with us

For Julia and her team, Ezidebit proved to be an all-in-one solution. One that was helping streamline processes, saving time on administration and reconciliation, and ensuring secure payment options for customers. "In this age of technology, we want things to be simple. It ended up, across the board, saving a lot of headaches, time and money in processing and chasing up outstanding payments" Julia explains.

Julia recalls how Ezidebit ended up saving a lot of "headaches and nightmares, as well as time and money in processing and chasing up outstanding payments" On knowing what our expected income from lessons will be helps us "budget for the needs of the business."

There would be two or three administration staff whose sole job was to process payments and contact clients. "So when you think about that, if you're doing that four times a year with three staff for two to three weeks, it adds up to be a huge amount" says Julia.

Director: Julia Hamm
Years in Operation: 16
Customers: 1,000
Staff: 25

Gaining full potential of the new system

For Julia, The true benefits of using Ezidebit were evident when majority of her customers were on the system. "It's another one of those things you just don't have to worry about." You have to be upfront with customers from the start, she explains, "we have a system whereby we use a third-party provider for our payments. We tell them very clearly what's going to happen and their obligations."

Ezidebit gives us that flexibility to say okay, "you know what, if you want to pay quarterly, then you can pay quarterly. If you want to pay part payments monthly, there's that option too. It gives customers flexibility."

When customers sign up, there's nothing said, because that's the way we take our payments. That's our payment system. You don't go sign up with an electricity provider or a phone provider and argue about how are you going to pay their bill."

Top Tips

- Be upfront with customers from the start about how you collect payments
- Offer flexibility for payment schedules
- Ensure the majority of customers are on the system