



Significant growth for membership by integrating Access PaySuite with their CRM



THE CHALLENGE



Manual processes sets back business growth

In the beginning, Ray was operating a manual, time-consuming business model with everything on paper. Ray was referred to Access PaySuite by a friend who suggested they could help him automate more of his business.

Collecting monthly subscriptions works well for the members' cashflow and building loyalty to the club, but it creates extra administration when payments are missed or fail. Additionally, Golf Credit's service had to be secure, handling personal data and grouping collections from multiple individual accounts back to the right club.

"I gave them a call and they told me about their product. They gave me confidence in it; I saw how well it could fit and that's how we started. The clubs I worked with were happy to use a Direct Debit facility which Access PaySuite provided. And we knew exactly who had paid."

With his goal to expand without incurring additional admin costs, Ray decided to invest in tailored Customer Relationship Management (CRM) software for the business. Because Access PaySuite was such a critical part of his client services, Ray needed the API integration to link up the new CRM with Access PaySuite's management information reporting.

CLIENT PROFILE

Ray Davis originally founded Golf Credit to help golf clubs collect fees from their members on a monthly basis instead of annual membership payments. Prior to the UK finance industry changes, their credit agreement operated in a similar way to a credit card, without intervention at the annual renewal date.

Since the Financial Conduct Authority regulations changed, it's become a challenge for membership organisations to compliantly manage credit agreements for members. Golf Credit takes away the stress and hassle of collecting membership dues on behalf of clubs; their direct debit services are underpinned by Access PaySuite's cloud based system. It's a win-win because the golf clubs can retain more members and benefit from providing the payment services.

Payment automation delivers seamless online experience and clear reporting

Ray partnered with Smart IT to upgrade his CRM who worked together with Access PaySuite to integrate the systems. With Access PaySuite providing a master Service User Number (SUN) for Golf Credit, each golf club has a secure, separate sub-account where their members can easily recognise Golf Credit branding on the payments. Golf Credit can provide online sign-up facilities for each club, seamlessly integrated from the web to the CRM and Access PaySuite. Having the group structure in place reduces the administration for all parties: it enables individual members to sign up online once the Golf Club Secretary adapts their process.



“ It’s been a massive transformation. Access PaySuite were on the same page with what I was trying to do and effectively, they’ve invested in my business. We are now in a position where we have an automated system and there’s less administration now than when I only had nine clubs to look after. The growth of my business wouldn’t have been possible without them and their system. Access PaySuite have over delivered again and again for my business. They continue to help with everything I need. ”

Ray Davis, Managing Director, Golf Credit.

Ray’s service includes following up arrears and payment cancellations; a vital aspect of Golf Credit client services to support growing golf clubs. Access PaySuite reports provide the information which the golf clubs need - payments received, cancellations and arrears; and these have saved Ray time and money for managing the reconciliations. He says, “I don’t need to be sifting through statements all day. Thanks to the reporting, it’s clear where we need to follow up and it happens less frequently. It makes my job easier with the website being so user-friendly and uncomplicated for the clubs - as well as secure and compliant for GDPR.”

Ray shares that the entire CRM build and integration process was completed in under two weeks. “The whole process happened very swiftly. They went from strength to strength; Access PaySuite did a perfect job and made it a smooth transition for my business.”

Using a scalable system, customer base triples in size without additional admin

Ray is pleased that his investment in integrating the software systems is paying off. In the last 3 years, Ray has tripled the number of golf clubs served and has more time to deal with their needs.

Ray states, "With this system, I've been able to extend the number of golf courses and continue to manage the whole business. It has saved me on manpower cost. Now I'm at the next stage of hiring help to take over the office work, so I can focus solely on my clients – the golf club secretaries – and they make referrals to me."

Automating the process has been beneficial to the experience of golf club members, which is appealing to the clubs. "Members can sign up very easily and access it quickly. I like to think of it as booking an airline ticket; everyone is so accustomed to going online for everything these days, it was a huge step in the right direction for my business."

Ray says that the best part about working with Access PaySuite is their reliability. "If I ask for something, nothing is too much trouble for them. They are straightforward to deal with and I can 100% rely on them. My business has grown at a pace that wouldn't be possible without them."

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About Access PaySuite

Access PaySuite is a leading provider of payment solutions to mid-sized UK organisations. Part of The Access Group, it combines payments expertise with unparalleled SaaS experience to help more than 5,000 customers across commercial and not for profit sectors improve their payment solutions, providing the freedom for businesses to accelerate their innovation and growth.

For more information about Access PaySuite, visit www.accesspaysuite.com

About The Access Group

The Access Group is a leading provider of business management software to mid-sized organisations. It helps more than 35,000 customers across commercial and not-for-profit sectors become more productive and efficient. Its innovative Access Workspace cloud solutions transform the way business software is used, giving every employee the freedom to do more. Founded in 1991, The Access Group employs more than 3000 staff.

For more information about The Access Group, visit www.theaccessgroup.com

