

Setting up a subscription-model with Access PaySuite increases sales and boosts customer experience



CLIENT PROFILE

Stephensons of Essex provides friendly, efficient and reliable local bus and school services across Essex and West Suffolk. In 2017, Stephensons was awarded the Top Independent Operator at the UK Bus Awards. To make travel easier for students, Stephensons offers an annual ScholarSmart travel pass which covers school journeys in the Essex and Suffolk area.

The ScholarSmart travel pass replaces the need for cash when travelling on a Stephensons bus giving students and parents a more straightforward means of school travel. The instant tap pass is secure, as it is only accepted on pre-approved routes, to get students safely to and from their place of study.

“ We implemented Access PaySuite's Direct Debit model into our business and it's been very successful...things have been made easier because we have a Direct Debit system that suits our business model. ”

Matthew Crooke, Assistant Depot Supervisor

THE CHALLENGE



Paying upfront and in full didn't suit customers

The Stephensons ScholarSmart travel pass has been available online since 2015. However, parents had to go online and enter their credit card details to purchase it. There were no “budget-friendly” options available for parents to spread out the payment and ease the cost, they had to pay in full, and re-enter their details year after year. Assistant Depot Supervisor, Matthew Crooke, deals with all types of general enquiries from parents - including payments for the annual passes.

THE SOLUTION

Direct Debit provided flexible payments to customers

Stephensons' third party web development team, TravelNet recommended implementing the Direct Debit services, because they knew Access PaySuite could offer an integrated collections service for the annual passes. Stephensons had never offered Direct Debit services before, so this was a key step forward for Stephensons business model

Paying by Direct Debit would allow annual travel pass customers to continue purchasing online, yet spread out payments with monthly instalments. It also enables automatic renewal of the passes each year, eliminating some of the administrative burden. Additionally, Access PaySuite's Direct Debit services would provide the Stephensons team with transparent reporting.

Uptake on annual tickets, effective reporting and excellent client services

Matthew, who is responsible for overseeing all front-facing customer service and ticketing related issues, shares that since implementing Access PaySuite's Direct Debit services has not only helped with administrative work but has overall been better suited for the Stephenson business.

"We've seen an uptake on annual tickets. It has been far better now that our customers have the option to spread payments over eight months." Access PaySuite Direct Debit helps over 400 families with their ScholarSmart travel pass purchases. Matthew is able to monitor payment defaults and exceptions from Access PaySuite's automated reporting.

"With Access PaySuite in place, administrative work is more convenient because when customers do Direct Debit, we issue an annual ticket. The only thing we look out for is a default in payment, which shows up on the report." Working in customer services himself, Matthew also appreciates impeccable client services when he sees it.



Based on my personal experience with their team, I would absolutely recommend Access PaySuite's services to others. Access PaySuite's level of service is fantastic. I can pick the phone up, and someone will answer... and will know straight away who I am. It's actually a very personal service.



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

