

DirectPay IVR

INTERACTIVE VOICE RESPONSE (IVR) PAYMENT SYSTEM



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IVR Solutions Satisfy Modern Payment Demands

Limitations have long existed for the volume of customers a merchant can handle. An ancient mercantile practice for handling customer volume continues to this day. This is the practice of merely lining customers up to wait their turn to make a payment for a good or service. We saw this in practice thousands of years ago. We continue to see it on special occasions today, such as launching a new product at a retail store or for a live entertainment event. In some cases, the archaic practice of lining customers up remains unavoidable.

This practice of forcing customers to wait to pay a bill or make a payment on a product or service does not function well in most modern circumstances. The inefficiencies of payment solutions have long burdened payments for products and services. Customers are far less likely to make a payment on time or more likely to miss a payment altogether when obstacles are more pronounced. Innovation around payment solutions has evolved with these challenges in mind.

Digital payment solutions now bypass the many traditional inefficiencies of the past. Solutions such as text-based services allow direct payments from a phone, and customers also have the option to set payments to occur automatically. And a solution that remains critical to the mobile and digital advancements for payment solutions is a widely used system identified as interactive voice response (IVR). This solution empowers merchants to field a high volume of cooccurring calls and without using human interaction. IVR technology eliminates the need to force customers to wait in a line to make their payments.

We examine this broad-reaching and vital payment solutions category. This exploration covers a brief history and modernization of the transition to IVR payment solutions, including the nuances of [our DirectPay solution](#) and its benefits to diverse types of merchants. Our analysis shows how employing an IVR solution will empower merchants to meet the indisputable demands for this innovation in payment services for a modern market and consumer.

Historical Context & Modernization

All types of businesses have long been plagued with impediments to receiving prompt receipt of payments from customers. Since the 18th century, payments have primarily been supported by a postal system delivering paper checks. However, this broad system of support for payment methods was rife with difficulty and failure for payments. Consumers have historically procrastinated the mailing of bill payments. These payments have also too commonly been lost in the postal system altogether.

In the 19th century, technology innovations resulted in a machine affectionately referred to as the “lovers’ telephone.” However, the first iteration of this device is traced to the 16th century. It was a simple device that connected two acoustic instruments, such as a tin can, with a string. The device would carry vocal tones a short space across the line, effectively permitting one person to communicate with another person from a distance. This primitive version of the telephone would eventually lead to far more complex systems.

Systemic use of telephone services evolved into a telephone exchange. Such exchanges could provide connected telephones across a broader range of areas. Manually operated switchboard attendants supported many of these exchanges. An attendant could service a single call at a time, connecting the caller to their desired recipient.

As telephone exchanges grew, connecting a caller to their recipient became automated through digital technology. Commercial industries could now rely on this more fluid and exhaustive system to perform customer service duties over the phone. But a primary challenge remained for conducting customer service call centers. With a broader use of the call center came a much higher demand and longer wait times for customers.



Historical Context & Modernization Cont'd

The emergence of interactive voice response (IVR) systems alleviated many of the older postal service challenges and the newer challenges facing call centers. IVR could now offer certain functions without the need for human interaction, such as accepting payments. The innovation could also route or prioritize calls to diminish the burden on call centers handling tasks that could be executed by IVR technology.

This IVR technology was first developed in the 1970s. Companies contemplated adopting them for customer service purposes. However, the first systems to be introduced into the marketplace were complicated and costly. However, in the 1980s, hardware development made IVR technology more affordable, encouraging companies to embrace it more exhaustively.

Significant growth in IVR services occurred in the 1990s with the development of computer telephony integrations. This technology allowed all customer communication-related data and voice input to integrate into a single computer platform.

Later in the same decade, companies started seriously considering the deployment of payment systems that harness IVR. Payment solutions providers like E-Complish have responded in kind with user-friendly IVR payment systems.

What are IVR Systems?

IVR payment systems allow a business' customers to make payments by credit card, check, or bank transfer using a landline or mobile phone. The payment process is entirely automated, with no need for human operators.

To initiate payments, consumers dial directly into a merchant's IVR system or call a toll-free telephone number. The system answers the call with a welcome message that provides instructions on proceeding with the payment process. Consumers initiate and complete their payment by following a series of prompts, providing information to the system through voice recognition. Users can verbally share bank account or credit card information or input data using the touchtone keypad on their phone.

Our DirectPay service for IVR payment systems is entirely customizable to the identity and brand of each company. Unlike many IVR payment systems, DirectPay does not share the E-Complish name when answering consumers' phone calls or during the payment acceptance process. Only the company's name is used. Customers remain unaware that merchants are using a third-party payment system. This feature eliminates the rise of security concerns with consumers. It also promotes the consumer's confidence in using the IVR payment option in the future.

DirectPay works with innovative payment processing solutions from E-Complish. DirectPay easily integrates with other E-Complish solutions, using our all-in-one online payment system, VirtualPay.

VirtualPay serves as a 24/7 call center payment portal for merchants. From sending the first invoice to the final receipt, VirtualPay makes it simple to execute payment processing. An organization can manage all payments from start to finish using all E-Complish solutions within one comprehensive system. With VirtualPay, a business can access instant ACH before sending customers automated email receipts branded with its logo.

Our innovative IVR solution in DirectPay also seamlessly integrates with our RecurPay service, which offers recurring and scheduled payment options. Even further, DirectPay can build on the power of our Text2Pay service for SMS and text payments. EBPP solutions for e-billing and payment are also available for fluid integration with DirectPay.

Benefits of DirectPay Services

DirectPay is expertly designed and implemented to offer many advantages to a diversity of merchants.

Faster and more timely payments are among the most significant advantages enjoyed by businesses that implement IVR technology. Many consumers delay making payments with more traditional methods such as writing checks and mailing or delivering them personally. Delays with these older methods commonly occur because consumers become overwhelmed with the amount of effort involved, which also contributes to forgetting to make payments. Even when consumers mail payments reliably, it is not uncommon for the mailing process to deliver shipments to an incorrect destination or fail to show altogether.

IVR systems address these barriers by eliminating check-writing and delivery from the payment equation. Merchants receive payments expeditiously and with fewer glitches. The likelihood of putting off paying bills decreases when consumers can accomplish the task by using the telephone. Payments made by telephone also cannot get lost in the mail.

Implementing IVR solutions also leads to headache-free, cost-effective, highly accurate payment acceptance, on any day and at any time. Businesses can use this technology to accept phone payments 24 hours a day, seven days a week, 365 days a year. By removing the need for human intervention, IVR technologies reduce concerns about customer account information accuracy entered into payment systems by employees. It also eliminates the need to hire, pay, and train staff to process checks. Further cost savings are achieved by avoiding overtime labor expenditures and the cost of expanding the labor pool to accommodate increasing check and call volumes.



Benefits of DirectPay Services Cont'd

IVR systems enable easier payment collection from a broader base of customers. Some customers like the idea of more convenient bill payment, but they may not be comfortable with mobile or text-based payment systems. These consumer's interests are met with the IVR alternative that remains as convenient and simple as mobile and text-based options. Customer satisfaction and loyalty are bolstered. Even further, a business increases the potential to receive payments that might otherwise be lost, late, or never delivered at all.

Allowing any customer to pay bills by phone on their own terms also paves the way for happier and loyal customers. This customer satisfaction contributes to the security of a company's bottom line. Further revenue opportunities are created when customers are not wasting time waiting to speak with an operator because IVR solutions are available to accept calls immediately. Consumers that spend less time on the phone are much more likely to be happy and repeat their business with the merchant rather than switching to the competition.


Merchants also can obtain valuable insights into their business by reviewing data collected when customers make payments through IVR systems. These insights can form the basis of improvements to the company, which increases customer satisfaction and the bottom line.

DirectPay

Features

DirectPay is a fully-featured payment system that offers:

- **Wide-open availability.**
Customers can make payments via DirectPay 24 hours per day, seven days a week, every day of the year.
- **Instant credit card payment processing.**
Credit card payments made using DirectPay are processed right away.
- **Easy check verification.**
DirectPay is configured for automatic integration with E-Complish's CheckVerify check verification system.
- **NACHA compliance.**
Via a recording of all voice response payments.
- **Top-notch security.**
DirectPay complies with the Payment Card Industry Data Security Standard (PCI DSS). SSL encryption; secure audits by McAfee, TrustWave, and First Data; and credit card/address verification provide additional security layers. E-Complish's Fraud Detection Suite integrates with the system, giving businesses access to additional customizable security features.
- **Hassle-free interaction.**
With business' existing databases.
- **Credit card processing flexibility.**
Using multiple credit card processors located throughout North America.
- **Immediate access to data and reports.**
Statistics and reports are made available via the system's real-time web interface.
- **Customized to meet business requirements.**
Through personalized voice prompts and scripts.
- **Equipment, setup, and programming.**
Available at no extra charge.



Who Should Use DirectPay Services?

DirectPay is an advantageous payment technology option for numerous merchants. The system proves especially beneficial for merchants that need to accept payments by phone—anytime, and on every day of the year.

Our IVR solutions are exceptionally viable for businesses accepting payments at a rate of several hundred per hour. Any company looking to improve customer service and increase customer convenience is also well suited to DirectPay. E-Complish's IVR service advancements are also optimally designed to decrease hold times on inbound customer service calls.

About E-Complish

E-Complish has more than two decades of commitment and experience refining the way businesses approach modern payment methods. Working with E-Complish to organize and implement IVR services will free up any business to refocus its efforts and resources on growth.

Our service also provides in-house support staff dedicated to helping customers solve problems and make the most of their payment services. We accomplish our goals by remaining flexible to the variety of moving parts involved in payment processing.

E-Complish automates tasks so our customers can spend their time focusing on the more important things—like growing the business.

We continue a tradition and commitment to innovation and progressive technological solutions with our DirectPay service.



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