



Subscription business streamlines Direct Debits and drives growth with Access PaySuite



THE CHALLENGE



Subscription business improves operational efficiency and increases revenue with Access PaySuite

In Synergy's early days, the subscription house relied on a company that claimed to be proficient at uploading and collecting payments. But regular errors with files and coding had a dramatic effect on Synergy's ability to collect Direct Debits successfully. So much so that they were losing up to 75% of sales.

Another challenge was the number of different system interfaces Synergy was using. Their developers had built several bespoke APIs to meet the varying requirements of their business. Although well performing and fit for purpose, they were operating independently, each with their own admin and maintenance burden.

CLIENT PROFILE

Synergy International Contact Centre Ltd. manages syndicated lottery products for their international clients in the European and British market. Their service model is built to ensure people can enjoy gaming with easy to use software management at a price where their risk is limited, and their statistical odds of winning are higher than entering single play lotteries.

Based in Durban, South Africa, Synergy helps companies in a range of industries to extend their outbound client services operations by offering outsourcing of their highly trained customer advisers. Their aim is to change valuable data into profit by providing their clients with the necessary talent and tools to grow their business. Synergy takes a unique approach to value-based selling utilising specific dialling strategies to control outbound sales campaigns. To ensure they could collect Direct Debits from their UK clients for subscription services, Synergy needed a backend process hub to manage the payment collections.

THE SOLUTION

Reliable monthly collections and streamlined APIs

It was critical for Synergy to find a reliable company to handle Direct Debit payments which sustain their business cashflow.

"We were looking for a process house in the UK that was reputable, and Access PaySuite were one of several that we contacted," explains Natalie Whitlie, one of Synergy's Account Directors.

Well-equipped to handle Synergy's monthly Direct Debit collections and disbursements, the team at Access PaySuite also had a solution for streamlining the company's various software and management information interfaces.

"They were the most efficient at explaining how things work and what we would need to do. After a process of due diligence, we were confident about getting them on board."

“ Dave and his development team wrote a blueprint for our business on how to connect our various APIs, instead of using a number of ad-hoc interfaces. This was planned to integrate with our own CRM software and, importantly, give us the customised reports about payments, disbursements and customer profiles that we needed. ”

Natalie Whitlie, Synergy, Account Director

THE IMPACT

Robust and trusted technology driving Synergy's business forward

Synergy now has dedicated APIs that are fully integrated with Access PaySuite's system and currently collect approximately 10,000 Direct Debit payments per month.

The team at Synergy make extensive use of the system reports, customising them to different areas of their business.

“ Access PaySuite's back office system is exceptional. We can log in and see live payment data; we can see where refunds are coming from; we have all the details of failed payments we need. Everyone has password protected access at the right level for their role. With several new client partnerships in the pipeline, Synergy are committed to using Access PaySuite wherever Direct Debit collections are needed as part of growing the business. Access PaySuite's rates are competitive, and their response turnaround times are excellent. They have a respectful culture with staff who are always prepared to go the extra mile. I wouldn't hesitate to recommend their professional services. ”

Natalie Whitlie, Synergy, Account Director

“ Partnering with Access PaySuite for our Direct Debit collections has had a major impact on our business.

Their back office service is really impressive, with customised reports that give our whole team the insights we need. Everyone has password protected access at the right level for their role.

A great deal of development and attention to detail has gone into Access PaySuite's back office and our management staff find it very user friendly.

Natalie Whitley, Account Director, Synergy

Paid with a connected system



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



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