



12 Step Buyer's  
Guide to  
**Mobile  
Credit Card  
Processing**

**PaySimple**<sup>®</sup>

# Who is this guide for?

If you've decided to accept credit cards on your mobile phone—or maybe you're deciding to upgrade from an existing mobile credit card reader—this guide is for you.

- Learn more about the product and service offerings you should consider for your business' unique needs.
- Each section provides a detailed view of what you should be aware of and why, and also provides a space for notes to jot down thoughts about your business' needs.
- Use this 12-step guide and the checklist at the end to help you ask the right questions and choose the right solution for your business.



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## Step 1: Business Types



### Retail

Do you sell merchandise or food/beverages with **stop-and-go visitors**?

A simple mobile credit card reader may do the job and can be an awesome go-anywhere extension to your business.



#### Things to consider

- Recent surveys have shown that retail business owners hesitate to use mobile credit card readers as their primary cash registers. They fear that the card readers lack the ruggedness and durability to stand up to everyday wear and tear.
- What if you want to combine transactions from a mobile card reader to the transactions from a different register (your brick-and-mortar location, for example)? The time you spend linking up these activities could eat into time you'd rather spend selling.

### Service Provider

Do you have **ongoing relationships** with your customers?

If your business sells a service rather than goods, there is likely information (buying/appointment history, payment preferences, etc.) about your customers that you would like to be able to reference throughout your relationship with the customer. If this is the case, consider a solution that links to a customer relationship management system (aka CRM or customer database).



#### Things to consider

- Retail businesses are linked to transactions and sales. Service providers are linked to customers and ongoing relationships. Finding a solution that "thinks" in the same way is critical to a good business fit.
- A service commerce solution will map payments and billing activity back to individual customer records, giving you access to a customer's whole history- no matter when, where, or how he/she paid.

## Step 2: Security and PCI Compliance



### Are data security and PCI compliance important to your business?

If you accept credit and debit cards, you are responsible for securing your card holder data. Be sure you have a PCI compliant solution that supports a safe payment environment.

Additionally, it is important that the different platforms (software, systems, databases, etc.) you use to run your business are linked together.

Linked platforms allow you to use a mobile credit card reader and app as an extension of your billing platform, so you can access your existing payment accounts.

For new customers, you can also securely store the payment account for future repeat business.

#### Example 1

You run a fitness class and collect recurring membership fees, but you'd also like to sell bottled water onsite without asking for a credit card. Simply pull up the customer record on your mobile app, access the existing billing account, and add the charge to their profile.

#### Example 2

You're a contractor who is charging an estimate fee, but plans (or hopes) to work with the client going forward. A linked billing system will automatically and securely keep that credit card or bank account in the system for future invoices, recurring payments, or other transactions.

#### See Also

- [4 Ways to Instill PCI Compliance into Your Daily Processes](#)
- [What is PCI Compliance? Why is it Important?](#)

## Step 3: Merchant Accounts



### Why a merchant account?

Have one

Need one

Establishing a merchant account gives you the ability to accept all credit card payments and maximizes the best rate for each transaction, rather than rounding up each transaction to a flat rate.

Do you have an existing [merchant account](#), or plan to accept payments in other ways besides a mobile credit card reader?

If so, some providers will let you merge a mobile credit card reader onto your existing account. This gives you a simple way to report and track deposits, as well as cut down on fees associated with having multiple accounts.



### Things to consider

- Some providers offer new accounts (or sometimes [aggregate merchant accounts](#)) that won't merge with your existing account information; the upside is that they offer the benefit of a speedy signup and simple rate structures.

### Note to self

#### See Also

- [Your A-Z Guide to Merchant Accounts](#)
- [Top Questions When Opening a Merchant Account](#)

## Step 4: Payment Options



### What are the different payment options?

Credit Card

ACH

PayPal

Aside from the way a customer wants to pay (like right now on your phone), there's also the payment method to think about.

- Credit card fees can get really expensive if your average transaction is in the high-ticket arena (\$1,000+).
- ACH processing (a direct bank account debit) is a really affordable option, and IS available to use on some mobile apps. Use routing and bank account information from your customer's voided check, and enter the information into the app on your phone. This is just as secure as entering information through your web-based application.
- PayPal is another method to consider supporting if your customers want to pay through their PayPal accounts.

### Note to self

#### See Also

- [7 Ways Your Business Can Benefit from Accepting ACH Payments](#)

## Step 5: Collaboration



### Existing systems

A key component to consider when choosing a mobile credit card processing solution is how it works with your existing systems.

- Merchant account or billing platforms (mentioned earlier)
- Accounting software
- Customer Relationship Management (CRM) or Customer Database
- Scheduling tool

### Where to start

- Ask about import and export capabilities, and find out what will work with your existing system(s).
- Check for existing app integrations.

### Note to self

#### See Also

- [3 Ways a Payment API Adds Revenue to a Software Business](#)
- [Entry Level CRM Software for Small Businesses](#)



## Step 6: Hardware



### Mobile credit card readers

Not all mobile credit card readers are created equal.

- Some readers have a swiper which reads the magnetic stripe on a card.
- Some readers are wireless and just require a tap to process a payment.
- Some include an [EMV card reader](#) which processes a card when it is inserted or “dipped” into the reader.

How will you accept credit card payments?

Swiper

Tap to pay

EMV  
Compliant

### Note to self



### Things to consider

- If you can't test one in hand, look for backboards or bumpers in the model design that will provide a snug fit to your mobile device.

## Step 7: Multiple Users & Permissions



### How will you manage mobile processing?

- If you run a one-man or woman shop, multiple users may not be an issue for you.
- If you would like to enable some users to accept payments on their mobile devices, but limit their access to the web platform, you'll need to ask the provider about user permission capabilities.

### Note to self



### Things to consider

- There can be big differences in user permissions from system to system, so if this is critical in your industry or business, be sure to get a detailed breakdown.

### See Also

- [5 Tips for Proper Handling of Credit Card Information](#)

## Step 8: Customizable Communications



### Branded communications

Most mobile credit card processing solutions will offer automated receipts after a transaction is made.

In addition, some may offer editable communications so you can add other information or links about your business.

Examples:

- Future discounts or promotions
- Links to your social media pages
- A feedback survey



### Things to consider

- This is one of those forgot-to-ask-about features that may not be a deal killer, but can be a very nice perk.

### Note to self

#### See Also

- [Two Essential Ways to Use Your Customer Database to Grow Your Business](#)
- [Improve Customer Service with Custom Email Templates](#)

## Step 9: Custom Reporting



### Benefits of custom reporting

Custom reporting is the forgot-to-ask-about feature that can be a deal killer and gives you the ability to:

- Learn more about your business
- Create special promotions to engage inactive customers
- Dig into your customer database to understand buying preferences and trends

### Note to self



### Things to consider

- We've talked to so many business owners with growing pains around custom reporting capabilities, or lack thereof, in their systems.
- Being able to access the data you want, in a way you can use it, whenever you need it, is SO critical to tracking business performance.
- It's not until you discover you can't do it that the pains and workarounds start to set in. Be sure to ask up front!

### See Also

- [Steps You Can Take to Ensure Clean Data](#)
- [Learn More About Your Customers From These 2 Sources](#)

## Step 10: EMV Readiness



### What is EMV?

EMV—Europay, MasterCard, Visa—is a global standard for credit and debit cards equipped with an embedded microchip. Standard U.S. credit and debit cards have a magnetic stripe that is swiped to process a transaction. These cards are being replaced by cards that will have both a magnetic stripe and an embedded microchip.

### Business Type Matters

The type of business you have will determine the level of impact the EMV transition will have on the way your process credit cards. For service-based merchants who primarily process transactions online, over the phone or with recurring billing systems, EMV is very unlikely to have an impact on your business. However, it's important to follow best practices for fraud protection and to understand the risk you face after the EMV liability shift on October 1, 2015.



### Things to consider

- In-store counterfeit fraud is less likely for merchants who primarily sell services and only some products over the counter. Most fraudulent cards are used to purchase high-ticket items that can be easily resold and converted to cash.

### Note to self

#### See Also

- [Will the EMV Change Impact My Business?](#)
- [Preparing Your Small Business for EMV](#)
- [\[Infographic\] What benefit will I gain by using an EMV compatible reader?](#)

## Step 11: Customer Service



### Support when you need it

Phone Support

Chat

Email

No matter your level of tech savviness, sometimes things just don't work the way we want them to.

### Note to self

Being able to talk to a support representative can save you time and frustration. When evaluating providers, decide how important it is to be able to get support when and how you need it.

Support is available in many different forms, including phone, chat and email. Do you have a preference?



### Things to consider

- Is it hard to find a way to call from the app?
- Have you done a "service test" and actually called in to see what happens?
- Unless you've had a prior negative customer service experience with a vendor, it can sometimes be an afterthought. Check out call-in accessibility, click-to-email support, and overall support offerings.

## Step 12: Summary and Checklist



### Summary

The great news is that you have a lot of options available to you!  
The not-as-great news is the options can seem daunting, but don't let them get you down.

Document your preferences, and then make sure to get answers to the questions that are important to you.

### Your takeaway checklist

On the last page of this guide you'll find a handy checklist to complete when researching different vendors.

### Who are we?

PaySimple is the leading provider of cloud-based solutions for service businesses, enabling them to securely accept payments, automate billing and notifications, and manage appointments and accounts from all devices.

[See a Demo](#)

# Your Complete Checklist for Mobile Credit Card Processing

Print and complete a checklist for each vendor you are researching.

Name of Vendor: \_\_\_\_\_

Category	Assessment
<b>Business Types</b>	Retail Minded – Mainly supports swipe transactions Service Minded - Supports swipe & integrates with older transactions (mobile, invoiced, or other) to a single client record
<b>Security and PCI Compliance</b>	Yes - Has a PCI compliance program that supports my business becoming PCI compliant No - Does not offer a PCI compliance program
<b>Merchant Accounts</b>	Yes - Provides one, or can integrate existing No - Does not offer a way to support a merchant account
<b>Payment Options</b>	Credit Card      ACH (Bank Debit)      PayPal      Other _____
<b>Collaboration</b>	Existing Systems – Collaborates with existing business platforms (accounting software, CRM, etc.) Other Billing Methods – Collaborates with other billing methods (invoices, payment plans, online payments, payment call-ins)
<b>Hardware</b>	Swiper Wireless EMV Card Reader
<b>Multiple Users and Permissions</b>	Yes - I can set up multiple user roles & permissions No - It supports one user or one user role
<b>Customizable Communications</b>	Yes - I can customize the content and send options for receipts or notifications
<b>Custom Reporting</b>	Yes - I can create, save, and subscribe to custom reports No - The reports are standard and “out of box”
<b>EMV Readiness</b>	Yes - meets my business’ EMV needs or I do not need EMV support No - does not meet my business’ EMV needs
<b>Customer Service</b>	Great - I can call, email, or chat directly from the mobile app and get real people within a few minutes Okay - Seems to have good online support. Typical phone queue Concerning - Company doesn’t seem to mention its service. Hard to find a way to contact them