



PreCash Bill Pay

The PreCash Bill Pay service allows you to take cash payments for your customers' recurring bills from any of our participating service providers.

As a Bill Pay merchant, you simply take the cash payment from your customer, collect a convenience fee that you keep, and complete the transaction electronically through a PC hooked up to the internet, or if you choose, your existing terminal.

It is a value-added service that you perform for your cash-paying customers that also provides you with a new revenue-stream. Any way you look at it, it is a win-win.

As a PreCash Bill Pay merchant you can:

Decrease Churn. PreCash has proven that if customers are given more and easier options to pay their bills, they eagerly take advantage of the opportunity, and churn levels decrease dramatically. As retention rates increase, the chargebacks associated with churn decrease. It all adds to your bottom line.

Increase Revenue. Adding Bill Pay is adding a new revenue stream. You collect a convenience fee on each Bill Pay transaction you process. The more customers you sign up to use Bill Pay at your store, the more revenue you generate.

Increase Store Traffic. All active Bill Pay merchants are listed in our online directory and each new Bill Pay customer receives a listing of the PreCash locations closest to their home. Customers who may have heard of Bill Pay through their service provider can be directed to you as a participating merchant.

Inspire Customer Loyalty. Your cash-paying customers will appreciate the extra convenience of being able to pay their bills at your store.

Drive Incremental Sales. PreCash provides comprehensive promotional materials for your POP that can help attract new customers. Further, because customers return to your store to make future payments, you have increased visits-per-customer that can result in increased sales of other goods and services.

How It Works:

The customer can sign up, in your store, by providing the account number for the bill they wish to pay. Your clerk enters the customer's personal information and service provider account number via computer on WebConnect, a secure Pre-Cash Web site, or your own POS system, as enabled. Once the initial sign-up is completed, the customer can immediately pay their first bill. And you can collect your first convenience fee.

PreCash then mails your customer a reusable PreCash card with their service provider account number in the magnetic strip on the back, but no cash value. For all subsequent payments to the account, you simply take the cash payment, swipe the customer's card, input the amount of the payment being made and click a button to confirm. Pay, Swipe, Go, that's all there is! A receipt is generated and the customer is done. It's a fast, easy, secure way to better serve your cash paying customers, and earn new revenue.

For more information on building customer loyalty and the revenue potential of being a Bill Pay merchant, or to sign up to begin processing PreCash Bill Pay Payments now, call us at **1-866-961-1524**.

