



CASE STUDY

1 BUD'S MISSION

Enhance the customer experience, slash credit card costs, and improve efficiency

Bud Gruber of Bald Eagle Towing & Recovery, Inc., a leading tow specialist in Southwest Florida, was looking for ways to improve their business operations, focusing on:

- A better way to transact with their customers
- Drastically reducing their costs for accepting credit cards
- Getting paid before dispatching a truck to address GOAs

2 CHALLENGE

Improve the customers' payment options, while reducing credit card costs by 75% or more

At the time, Bald Eagle was accepting payments the way many in the towing industry still do, either over the phone, or on-site, and was left having to deal with all the problems that occurred with these options. According to Bud, this caused jobs to take longer than needed, cut into their profits, and made it difficult to serve those from outside the area.

3 SOLUTION

An online and mobile payment solution that offers numerous transaction options, and cuts credit card costs

After receiving a strong recommendation from industry veteran and Towing Hall of Fame member, Bill Johnson, Bald Eagle enrolled in Xpress-pay to work on these areas, and more. Xpress-pay responded by helping Bud address all of his needs.

Xpress-pay is a leading ePayment solution provider, serving 120,000+ businesses and consumers every month. Their simple, flexible, and convenient platform makes it easier for businesses to send out bills, and for customers to pay.

Moreover, their exclusive Site Fee Program also earns tow operators an additional 2.1% profit on every transaction, cutting the costs of accepting credit cards by an average of 75%.

Other benefits include the ability to:

- Text/email customers a bill so you get paid before dispatching a truck
- Offsets GOAs with pre-payment
- Receive instant payment confirmation
- Accept tips with every payment

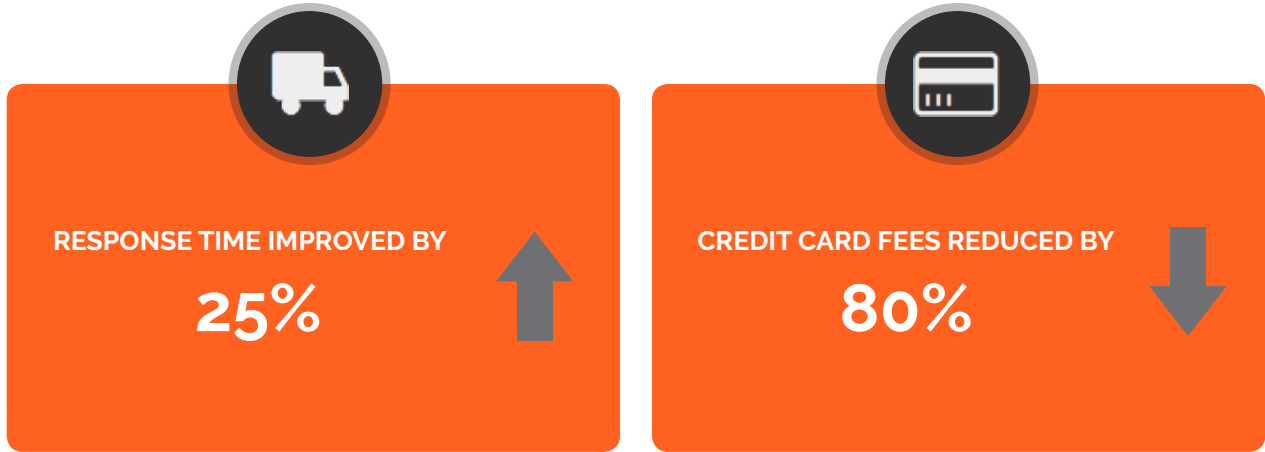
All of this is why Xpress-pay has become the standard in the towing industry for online and mobile payments.

4 RESULTS

Less risk, faster service, and a stronger bottom line

Bald Eagle noticed a difference almost immediately. They were able to text message their clients to pay instantly, and send trucks out immediately after receiving confirmation. They had also cut their credit card fees by over 80%, thanks to the Site Fee Program. This meant their business was running faster and smoother, and has a new way to increase profits.

Their drivers were also safer, as they didn't have to worry about hassling with payments on the side of the road. Plus, with the ability to accept tips at the time of payment, their drivers were seeing bigger gratuities because of the improved service. See below for more results, and what Bud had to say about his experience:



Bud Gruber

President, Bald Eagle Towing & Recovery, Inc.

Credit card processing has always been a chancy and costly item in our business! With Xpress-pay we no longer have the concerns of getting paid or not. We receive confirmation of payment within minutes, and no longer have concerns about disputes or identity theft. We also no longer have to be concerned if the cell phone and swiper are working efficiently. Signatures are not required!

We have enjoyed every aspect of this system and try to get every customer to use it. We have also added a "PAY" tab on our website so it is easier to send customers a link. Most people today are good with smartphones so we use it as much as possible.

We have also found no hesitation or complaints from the customers. We have achieved a lot less problems dealing with people from out of our area. We also do not have to worry about the credit card being stolen because miss-use will show up with the trackable IP address. We feel very safe using this system and do not even have to worry about getting signatures!

This has been a very positive addition to our business, and I would recommend it to anyone who takes credit cards for payment.