



## EmailPay

Looking for an easy and cost effective way of collecting online payments?

You're in luck. EmailPay allows you to send your customers **secure hyperlinks**, directing them straight to your branded payment page. Best of all because it comes pre-populated with payment details, customers can **review and pay in a few simple clicks**.

Interested in finding out more?

📞 Call us on **+44 (0) 333 313 7160**





## Why your customers will love it

Nothing frustrates customers more than having to waste time and money dealing with inflexible payment systems. Going through an automated telephone system, being put on hold or transferred by a customer representative, all just to make a payment!

Thanks to EmailPay these frustrations are a thing of the past. Your customers can now complete a payment at a time convenient to them, from the comfort and security of their own device. They simply click on the secure hyperlink, review the payment information, enter their card details and submit the payment. It really is a quick, easy and secure way of settling outstanding payments.

## Why you'll love it

With the ability to fast-track collections from thousands of customers and redirect call centre payments at peak times, you can ensure less time is spent chasing or handling payments.

## EmailPay helps to solve the everyday frustrations of collecting payments.

Whether you're collecting for one off payment requests, chasing arrears, managing call centre payments, or even dealing with subscription payment setups, EmailPay is a perfect way of streamlining your collections process.

And because customers complete the transactions online, you can benefit from additional security measures e.g. 3D Secure or even your own fraud controls. Together this means lower costs and lower risks than telephone payments.

### Deliver a consistently branded experience

Our EmailPay payment page can be branded with your own company logo, reassuring customers they're in a safe environment.

### Add a payment description of your choice

Add your own payment description to each EmailPay link ensuring customers know exactly what they're paying for.

### Send multiple or one off payment links

You can now request large volumes of EmailPay links using our API, enabling you to easily mass distribute links to all your customers.

### Set your own expiry date

For each EmailPay link you can set your own expiration date, ensuring links are only valid for as long as you want them to be. Perfect for promotional activities.

### Add an extra layer of security

Although all EmailPay transactions must pass through initial validation checks, you have the option to set a secondary validation of your choice – adding an extra layer of protection before proceeding to payment.

### Easily identify settled payments

Particularly helpful when sending multiple payment links, you can ensure each link has its own unique reference. This lets you quickly identify settled payments and proves useful when reconciling customer accounts.

### Save time with repeat billing

Our payment scheduler enables you to easily arrange recurring payments, allowing customers to review and approve payment schedules in a few simple clicks.

## Key benefits

### Reduce administration costs

Eliminate unnecessary admin with more phone and manual payments being redirected to the web.

### Optimise resource

Free up call centre traffic allowing staff to handle other customer queries more quickly.

### Reduce costs

EmailPay allows you to reduce your business costs, as web payments are cheaper to process and a more secure alternative to telephone payments.

### Take care of PCI

Remove the PCI burden of handling sensitive card data from manual or call centre transactions by transferring customers to our PCI compliant web page.

### Safe and simple payments

Give your customers a convenient, safe and consistently branded payment experience. One simple click takes them straight to your secure company branded payment page, ready for payment.

To discover more about EmailPay, please call

**+44 (0) 333 313 7160** or email [Pay360digitalsales@capita.co.uk](mailto:Pay360digitalsales@capita.co.uk)

