



AXIS Managed Services

Return on Investment Best Practices

It is widely accepted that the cost to any organisation of taking payments via 'unattended' services such as Internet or Touch Tone is considerably less than taking a traditional 'face-to-face' payment. Therefore, having implemented one or more of our AXIS Managed Services solutions, the more payments you are able to process using these products, the better the return on your investment.

Below are our general recommendations applicable to any of the AXIS Managed Services modules (Internet Payments, MOTO payments and Touch Tone) deployed within your organisation.

Promote all methods of payment on customer-facing material. We suggest the following;

- Include a 'How may I pay?' section within each service area of your council's website (e.g. Council Tax, Parking)
- Advertise services on bills, reminders, invoices, newsletters and Penalty Charge Notices
- Promote on leaflets, posters and perhaps plasma screens within council offices
- Consider billboards, newspaper adverts and radio advertising within your local area

Allow payment for all core services including;

Council Tax · Business Rates · Benefit Overpayments · Sundry Debtors Invoices
Miscellaneous Payments (e.g. Licences/Environmental) · Housing & Garage Rents · Parking Fines

If not already offered, allow payment by Credit Card

The majority of Councils now accept Credit Card payments. Many customers prefer this form of payment as it allows them added benefits such as;

- The option to accrue air miles / cash back from the card issuer
- The option to part pay their card account

AXIS

Payment Management

... turn the page for more recommendations

The suggestions below cover a range of best practices that have been successfully used by other local authorities to promote these payment services.

Internet payments

- Add a prominent link on the homepage of your council's website
- Add a prominent link on the individual sections (Council Tax etc) within your website
- In your A-Z of Services, include Online Payments under 'O' and Payments under 'P'
- Provide direct access to payment pages when 'Payment' or 'Online' are entered in any search facility
- On all printed material print the direct link to the payment page (e.g. anywhere.gov.uk/payments)
- Reassure your customers by including latest security measures – Card Security Code / AXIS Veri Secure (Verified by Visa / MasterCard SecureCode)
- Use the Payment Portal in conjunction with specialist front-end systems such as leisure bookings and planning applications

MOTO payments (mail order telephone order)

- Make the service available to all staff who have the opportunity to capture payment details during telephone dialogue with customers
- Consider a direct link from systems such as Council Tax, NNDR and CRM to the card payment facility
- Look at any areas where card payments are currently taken using bank-owned terminals (PDQs)

Touch Tone payments

- Consider a message promoting this service or an auto-divert facility for when the MOTO service is unattended
- On all your printed material emphasise that this is a 24 hour service
- Where significant numbers of your customers do not use English as their main language, consider the Multi Lingual option
- When promoting the service, emphasise that calls are charged at Local Rate (if applicable).

Extend customer choice

Consider extending the options available to your customers by introducing **AXIS SMSPlus** and **AXIS Speech Recognition** - our latest payment solutions.

Contact your Account Manager for more details about these services.

AXIS

Payment Management

Capita Software Services

Medtia Court · 70-76 Brunswick Street · Oldham · OL1 1BT · t: 08701 627800 · f: 08701 627801
Manvers House · Manvers Street · Trowbridge · BA14 8YX · t: 08701 631800 · f: 08701 631869
www.capita-software.co.uk