



Case Study

Ann Summers

Ann Summers bills its customers more securely with the **ConnectPay** Recurring Payment System.

The Requirement

Ann Summers employs over 7,500 Party Ambassadors across the UK, running nearly 4,000 parties each week. New Ambassadors are required to purchase set up kits that allow them to host parties and demonstrate the product range. To make it easier for new Ambassadors to get started, these kits can be paid for in instalments if required. Ann Summers were therefore looking for a way of collecting these instalments in a seamless manner, as opposed to the constant need to contact the Party Ambassadors.

The desired outcome was to have a system that could be integrated with their website, an easy, straight forward automated billing process and a system that will allow them to efficiently manage their ambassador's payment history and improve overall customer relations.

Ann Summers chose Adelante's **ConnectPay** Recurring Payment System.

The Solution

ConnectPay's Recurring Payment System provides a great way to collect regular or continuous credit or debit card payments from your customers on a pre-agreed payment plan, without the need to run an expensive direct debit system.

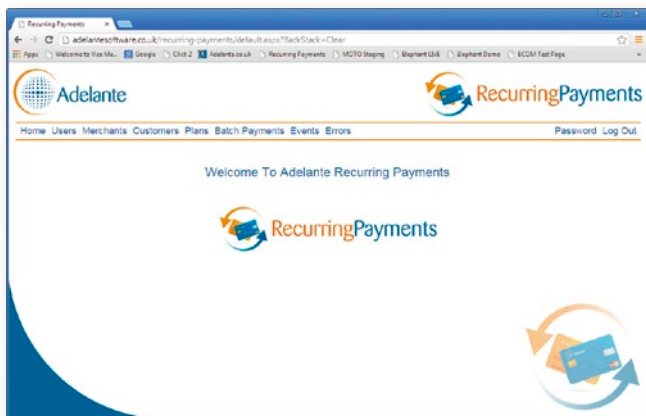


During the online sign up process, Party Ambassadors are given 2 options to pay for their kit. The first option is to pay for the kit outright. If they chose this option, the Party Ambassadors are then directed to the **ConnectPay** payment gateway to make the payment.

The second option is to sign up to a payment plan, if they chose this option an initial deposit is required which will be taken via the **ConnectPay** payment gateway. This initial payment is deducted from their card and a token is generated where they will then be redirected back to the Ann Summers website. Details of the plan along with this card token are then passed into the **ConnectPay** Recurring Payment System via a web service, which in turn sets up the Party Ambassador with a payment plan.

The Recurring Payment System will then automate the process of handling the instalment payments, including emailing Party Ambassadors prior to collecting a payment, providing an authorisation code, outlining the new outstanding balance and the next instalment due date.

If payments are declined, there is a process whereby an email can be automatically generated allowing the Party Ambassador to retry the payment with either the same card or submit a different card, this removes a lot of wasted internal administration within the Ann Summers customer service team.



The Recurring Payment System also includes a reporting facility which can generate spreadsheets containing account details and payments statuses. This facility enables Ann Summers to manage their customer payment history easily and effectively, giving them the desired outcome. Along with this, the system offers a bespoke automated report that can take payment history and update the Party Ambassadors account history on the Oracle Financial system which is used to manage the Party Ambassador's accounts at Ann Summers.

The **ConnectPay** Recurring Payment System is delivered as an internet based service, meaning there is no costly hardware to install or software running on local PCs to support.

PRIMARY BUSINESS

- Retail

VERTICAL MARKETS

- Party Plan

BUSINESS BENEFITS

- Supports configurable payment plans – e.g., weekly, monthly, annually.
- Accepts all major credit and debit cards
- Connects to all major acquiring banks
- Available 24/7
- PCIDSS Compliant
- Simple and Easy to use

“This was a new project for Ann Summers and we were very concerned about how we would be able to manage payments by instalments. At one point it looked as though we would have to either write a bespoke application to manage this or do it manually. Neither was attractive, but we were pleased to find a commercially available product that did this already. The additional bonus was it was also inexpensive to set up and deploy.”

Viki Penfold
Business Analyst, Ann Summers

“There are many systems that claim to support recurring card payments. Typically, they can pass back a token when a payment request is made and this can be stored and used to submit recurring payments. However, this is only half the trick! The ConnectPay Recurring Payment System actually manages this process. It allows you to set up plans, communicates automatically with customers and provides easy integration with back office systems. All this is done without the customer ever needing to see or store the card number, so the process is totally secure and meets PCIDSS requirements.”

Carol Edwards
Finance Operations Manager, Ann Summers



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