Adelante

Case Study
Pryors Cars

Pryors Cars bill their customers more securely with the ConnectPay Recurring Billing System.

The Requirement

Pryor Cars has been in the Taxi and Private Hire business since 1955. The business was started by Basil Pryor who ran the business before retiring as a partner in 1993. The business is now owned by his daughter and son, Caroline and David. The business currently operates with 80 drivers, all using a fleet of Mercedes who provide an executive service within the Thames Valley. Because of the quality of the service they provide Pryors Cars have attracted many corporate account customers. Typically this type of customer prefers to be invoiced monthly and pay their bill in a single payment by credit or debit card. This was a very manual process and it could take up to a day every month to process the transactions. This process also required Pryors Cars to store customers' card details. These were locked away in a safe but this was still considered to be a risk by the business.

The Solution

Adelante already provided a card payment facility to Pryors Cars that was integrated within their taxi booking and despatch software. They contacted Adelante to see if there were any alternative solutions that could allow them to bill their customers more securely. Adelante provided a product demonstration of their Recurring Card Payment software. Using the Recurring Card Payment software Pryors Cars were able to set up clients within the system and then take an initial payment in a secure manner through the Adelante ConnectPay PCIDSS Compliant gateway. This then created a token that is stored against the customers' account. This can then be used to submit future payments.

Pryors Cars were always able to create and email their monthly invoices to customers from within their taxi booking and despatch software. Now they can create a simple report that generates a spreadsheet with the invoice totals and the company account numbers. This can then be submitted to the Recurring Card Payment system which creates a payment request using the card token and

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submits it to the bank for authorisation. This process takes just minutes and then the Recurring Card Payment system returns a report which details all of the payments that were successful and details of any cards that were decline.

As well as significantly reducing the workload, using the Adelante Recurring Card Payment software has removed the requirement for Pryors Cars to store customers' card details. They cannot even be accessed by the staff with online access to the Recurring Card Payment system.

The Benefits

- Accepts all card types
- PCIDSS Compliant
- Automates previous manual billing process
- No requirement to store credit cards
- Instant transaction reports
- Available 24/7

"The decision to start using the Adelante Recurring Payment system was a very simple one to make. It has taken away the worry of having to store card details and reduce the time taken to process account customer transactions from 1 day per month to 15 minutes per month. We believe this saves us around £4,000 per year in staff costs. Our return on investment was about 2 months which is incredible."

Caroline Pryor
MD, Pryors Cars

"Pryors Cars situation is not typical for companies operating in the taxi and private hire trade. The Recurring Card Payment system developed because banks have been less inclined to offer direct debit facilities to smaller companies since the credit crunch. Recurring Card Payment effectively offers the same functionality as direct debits but with much lower set up costs. The taxi trade usually have a requirement to take Recurring Card Payments from account customers as well as from drivers for the rental of radios and Recurring Card Payment offers them a way to do this in a secure and easy manner."

Caroline Woods
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