



# The Payreq guide for partners

How to offer and implement a  
transformative digital interaction  
and transaction solution

# A new business opportunity

If print, post and email are the only ways you help your clients interact and transact with customers, a big business opportunity awaits. By adding a digital information-sharing and billing solution to your offer that is totally secure, more customer-friendly, and even helps your clients get paid quicker, you'll deliver more value, and will receive more margin in return.

As a member of the Payreq Partner Program, it couldn't be easier to develop this highly profitable new revenue stream – and future-proof your business in a fast-changing world.

This guide takes you through everything you need to know about Payreq and what it can do for your customers.

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# How to describe Payreq



**Payreq is a platform with a unique set of capabilities. There are three simple ways you can describe it to clients.**

- 1. A billing, payments and information-access platform.**
- 2. A SaaS product that provides secure, private spaces in which your clients and their customers can interact and transact.**
- 3. A digital mailbox with added features. (We talk about these features in more detail later in this guide.)**

Hopefully these descriptions will prove useful in your conversations with clients. Now let's drill down into how Payreq can help them.

# Two big value-adds you can offer clients

By folding Payreq into your business model, you'll be in a position to offer two big value-adds to your clients.

## 1. Secure digital information sharing

Payreq makes it easy for organizations to securely and compliantly share important information with customers in a private digital space. They can then access that information online or from an app. Your clients can use it to share things like:

- **Invoices and transaction details**
- **Rates notices, water bills and infringement notices**
- **Community and event updates**
- **PIN numbers**
- **Statements**
- **Account information**
- **Paystubs and personal tax documents**

When an organization shares via Payreq, they're giving recipients controlled access to important information in their own private space. Recipients can access all this information for years to come. From here they can self-serve, organize their documents, make payments, action requests and (as the section below sets out) do much, much more.

That's why, at Payreq, we talk about putting customers and employees in control of their information. This not only makes them happier and more loyal, it leads to slashed admin costs and other business-changing efficiencies.

### **How secure and compliant is Payreq?**

Payreq is a secure-by-design solution that is continually audited on compliance with the ISO 27001 information security standard. It's a solution trusted by global enterprises, government bodies, utility companies, and even the Canadian postal service. Payreq is also a certified access point to Peppol – the electronic invoice network authorized by the Australian Taxation Office.

If you'd like to find out more about how Payreq can help your clients securely share important information, click the button below.

[Find out more >](#)

## 2. Fast & easy bill payments

At this point, you'll probably understand why Payreq can be thought of as a kind of advanced digital mailbox. But it's far more than that. It also has added payment functionalities. So as well as making it easy and secure for organizations to share invoices with customers, it lets customers pay those bills in all sorts of convenient ways. Payreq gives customers the power to:

- › **Automate payments**  
using any payment method
- › **Access all documentation**  
historical and current (at any time)
- › **Avoid missed payments**  
thanks to email notifications
- › **Manage their bills**  
in their payment or accounting apps

Payreq is also an established integrator to billing services, presenters, and payment providers — providing a single source of truth for all parties to check bill status in real time. Payreq can easily integrate into your clients' ERPs and accounting systems allowing for automatic reconciliation between the payment request and the payment. An ecosystem of approved partners plugs into the secure Payreq space.

## Get paid quicker

Businesses that hand customers control of their billing through Payreq don't have to waste time chasing payments. Thanks to the fact they bridge the black hole between a payment request and an actual payment, they see:

- › **20%** of customers sign-up to automatically pay bills on the day they receive them
- › A **30%** increase in revenue collected in the first 10 days after issue
- › A reduction in days outstanding per customer – from **25 to 9**

To find out more about how Payreq can help your clients invoice and get paid by customers, click the button below.

[Find out more >](#)



## A deeper dive into the billing benefits

Payreq is not just a piece of software – it's a managed service. Take a look at the different ways we can solve billing & payment problems for your customers in more detail. From combining print and email outreach with a digital option, to facilitating bulk billing.



### Digital invoices

Give your clients the option to share digital invoices with their customers via the Payreq app. Or keep posting printed invoices to the customers that choose to receive their bills that way.



### Banking simplicity

Empower your clients to share bills directly with their customers' bank or credit card account. They can then make a payment without having to rekey reference or amount data.



### An email option

Your clients can outsource management of their customers' email addresses. Or they can use Payreq to aggregate their bills and manage their customers' contact details.



### **Accounting software**

Business owners can access bills and information in their accounting software. Payreq integrates with Reckon, Xero, MYOB and others. No more waiting for the bookkeeper, and no transcription errors, scanning papers or dragging pdfs.



### **Group accounts**

Help property managers and other group account managers deal with multiple properties and accounts in their existing management software (such as PropertyMe). Streamline cash flow-cycle paperwork and manual data entry and get clients paid faster.



### **Future proof your business**

Being completely configurable means that adding or removing payments and billing channel options is a quick tweak away. It keeps you future proofed and up-to-date with the latest trends to offer your clients.

### **Meeting standards in Australia**

In Australia, Payreq enables any business to share invoices with their customers via BPAY View®, the Australian banking bill presentment scheme. Payreq also shares via the government eInvoicing standard managed by Peppol.

# Payreq use cases

Payreq could be right for your clients across the commercial, financial and government sectors. Remember, many businesses don't have the time or expertise to launch and maintain their own customer portals. Even those that do have portals often turn to Payreq to free them of the security and investment burden.

The most popular Payreq use cases are for billing & payments, and sharing paystubs and payroll-related information. But there are so many other potential opportunities, such as:

- › **A charity that needs to share correspondence and receipts with donors**
- › **An insurer that shares claims and account information with customers**
- › **A financial services provider that shares pre-paid cards**
- › **A utilities company that shares fuel cards**
- › **A bank that shares statements, passcodes and account information**
- › **Telecommunication companies that share billing information**
- › **State, federal and local governments that collect rates and send important notices**

As long as a client has an account with a customer, and regularly shares important information, Payreq could be right for them.

# How we work together

We often start relationships with partners when we are approached to handle the digital component of a customer communication and print management tender. In these situations we offer support throughout the tender process – communicating as much or as little with your client as you like. But increasingly, Payreq partners are winning work by proactively offering the Payreq solution to existing clients.

Here are the two important steps we need to take when we work together.

01

## **Onboarding**

Our support team is here to help you through every step of your integration with Payreq. It usually takes no more than a couple of weeks. There will be an approval process throughout and then sign-off on what's been configured. After tests have been completed, you'll be ready to set up Payreq with any of your clients.

02

## **Client setup**

This step is much easier than you might imagine. You simply need to provide your client's details and a list (preferably in a CSV format) of all their customers that have signed up for digital sharing via Payreq. We effectively take care of any necessary onboarding work.

# Pricing and contracts

We simply charge you a wholesale transaction rate and an annual license fee. You can then apply a margin to this, and pass on the cost in your existing invoice. There's no technical integration needed between Payreq and your client. And there's no need to change any contracts you already have in place.

Mailhouses that partner with Payreq are able to generate more margin per document than they would on a mail pack or an email. Additionally when payments are initiated there is the opportunity to double the margin.

Factor in the many value-adds Payreq offers your clients and their customers (such as reduced admin costs, faster payments, a better customer experience etc) and it becomes clear how attractive the Payreq model is for everyone.

It's important to note that no capital investment is required to use Payreq to share invoices and other types of information with customers.

## Stay in touch

We hope you're as excited about this partner program as we are. It's a great opportunity to grow our businesses together. Drop your account manager a line if you have any questions.

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### About Payreq

Payreq reimagines the way organizations interact and transact with customers and employees. The Payreq platform provides secure-by-design, private digital spaces — accessed online or via an app — in which two parties can share and manage information.

Payreq works with organizations around the world, including government agencies and multinational corporations, saving them time, money and needless admin by transforming their processes across billing and payments, payroll and documentation sharing. For more information visit [www.payreq.com](http://www.payreq.com).

