MYOB Software Integration with ACH Direct Provides Customers an Easy Credit Card Processing Solution

MYOB US Managing Partner Scott Davisson found that if you build a better credit processing solution, customers will come . . . in droves.

Well-known for providing innovative accounting software and administration products and services for small business, MYOB US believes credit card processing is such an essential element of business today that they wanted to provide the best and simplest processing solution to their small to mid-size business owners. After looking at the various processing companies, MYOB US decided to partner with ACH Direct, launching a series of services not initially integrated with the MYOB software.

"In 2003, we made the decision to bring our customers a better, more integrated solution," Davisson said. "The product development teams for both companies worked very closely to tightly integrate the credit card processing functionality into our product line. Now a customer can go into the software and transact their purchases without a terminal. It's really powerful."

In the competitive U.S. market, MYOB's formula is simple: put the customer first. With a fully integrated solution, customers with an MYOB Merchant Account can process credit card sales directly from their MYOB software with no need to re-enter information.

Because customers authorize and process credit card payments directly from their MYOB software, their sales and customer payments are recorded and processed at one time. They can process credit card sales while out of the office by phone or by using ACH Direct's Payments Gateway website. In addition, they eliminate any concerns about compliance, security or fraud.

"Small businesses are always looking for the best, easiest and most cost-effective way to do business," Davisson noted. "What we've seen is that even if they already accept credit cards through another processor, they are willing to change processors because of the single-step process of authorizing the credit cards and recording the invoices directly. Saving time by not having to rekey data is a tangible benefit that they instantly understand. Everyone is happy."

Through this integrated process, MYOB's customers can provide their consumers the ability to pay by most major credit cards, an easier payment system and 24/7 payment availability – plus the ability to record credit card sales, debits and voids directly through their MYOB software.

In addition, customers using this product can also use ACH Direct's Virtual Terminal to simplify recurring payments.

ACH Direct and MYOB share about 2,000 customers with this product and also share the customer service.

"We work very closely with ACH Direct from a customer care standpoint," Davisson remarked. "When we acquire a customer, we jointly share in support and strive to deliver the best customer experience possible. As with most businesses, an important measure of success is customer retention and word of mouth referrals."

Davisson continued, "Overall, the take away for me, is that if you build a solution that delivers real value to the customer, you wind up with happy customers."