

SALESFORCE PAYMENTS CHECKLIST.

10 Ways to Save Money on Salesforce Payments



1. STOP TAKING CHECKS

Stop taking checks, as they are expensive to process. At a median cost of \$1.50 to accept and process a check, a business processing 20,000 paper checks a month will spend \$360,000 a year in fees!

2. USE TOKENIZATION

Use [tokenization](#) instead of encryption to maximize your Salesforce payment security. The estimated cost of a data breach is nearly \$160 per record, which can cost your customers money and cost your organization its reputation.

3. MINIMIZE CREDIT CARD FEES

Minimize credit card fees by processing more ACH payments via Salesforce. With no variable processing fee, ACH payments can reduce costs by up to 93% compared to eCommerce credit card payments and 43% compared to in-person credit card payments.

4. AUTOMATE COLLECTIONS

Automate your [collection process](#) in Salesforce, reducing your employees' efforts, and minimizing labor costs involved in tracking down missed payments. Automation leads to more payments collected and fewer transactions written off as bad debt.

5. USE RECURRING BILLING

Manage your subscription payments with [Recurring Billing](#). Set the frequency you want to charge each customer, and collect payments in Salesforce immediately. When you get paid faster, the money sits in your bank, not the customers – so you can use it to generate more money or earn interest. And manually charging monthly payments is a huge burden on your team.

6. ALLOW CUSTOMERS TO SELF-SERVICE THEIR TRANSACTIONS

This way, customers can [submit payments](#), update their payment information, and resolve account discrepancies without contacting a support agent.

7. USE A GATEWAY WITH LOWER PROCESSING FEES

Gateway fees can range between \$0.05-\$0.30 per transaction, and choosing the right one can help you save up to 50% in associated costs. Chargent [integrates](#) with over 30 payment gateways in Salesforce, allowing you to select whichever gateway best suits your needs.

8. ORGANIZE YOUR PAYMENT DATA

Organize your payment data by having it automatically update in Salesforce. When the information is well-organized, agents can find records quickly, and consistent information is made available to any admin on your company's Salesforce account. The less time your agents spend searching records, the lower your labor costs will be on each transaction.

9. TRY TO REACH PCI COMPLIANCE

If your business experiences a data breach and you're not [PCI compliant](#), you may be on the hook for thousands of dollars in fees and run the risk of losing your merchant account – which means you won't be able to process credit card payments at all!

10. MANAGE YOUR SALESFORCE PAYMENTS WITH CHARGENT

You could manually implement these tips, but why would you want to when Chargent makes it as easy as a few clicks? Talk with our sales team to [move forward](#) with Chargent.



WANT HELP CHECKING OFF THIS LIST?

We're always here to help!

Questions: Sales@AppFrontier.com