

A man with a beard and glasses, wearing a blue long-sleeved shirt, is smiling and looking towards a woman. The woman, with dark hair, is looking down at a tablet device. They are standing in front of a computer monitor that displays a software interface with various data fields and charts. The background is a blurred gym or fitness studio with people in the distance. The overall image has a warm, orange-toned overlay.

How the Wrong Credit Card Processor Can Cost You Revenue

 MINDBODY®

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Ready. Set. Grow.

Your dream is finally a reality: You've established a business in the wellness industry, bringing health and togetherness to your local community. Although you're fulfilling your long-term goals, you can't help but admit you've run into a few snags. Perhaps your checkout process frustrates both your customers and your staff, or issues with forecasting revenue have hindered your business's growth.

The right credit card processor can help you solve these problems, sell more and grow revenue. But the wrong one may be costing you more than you realize.

How do you select the payments processor that your business needs to thrive? You need to find a solution that will help you streamline customer check-in and check-out, enhance your marketing to reach new clients over the web, instantly accept subscription or one-off payments and more.



A Processor That Isn't Integrated With Your Software May Cost Visibility, Efficiency and Sales

Integrated payment processing – credit card processing that is integrated with your software – provides a more seamless customer experience and reporting capabilities that give you more visibility into the health of your business.



Integrated payment processing lets you check out customers in seconds. You can also create streamlined reports to better evaluate the performance of your business.



A software solution that allows you to take payments from anywhere will help you sell more inventory on site. The MINDBODY business app allows for better integration and more convenient payments, pleasing your customers and staff.



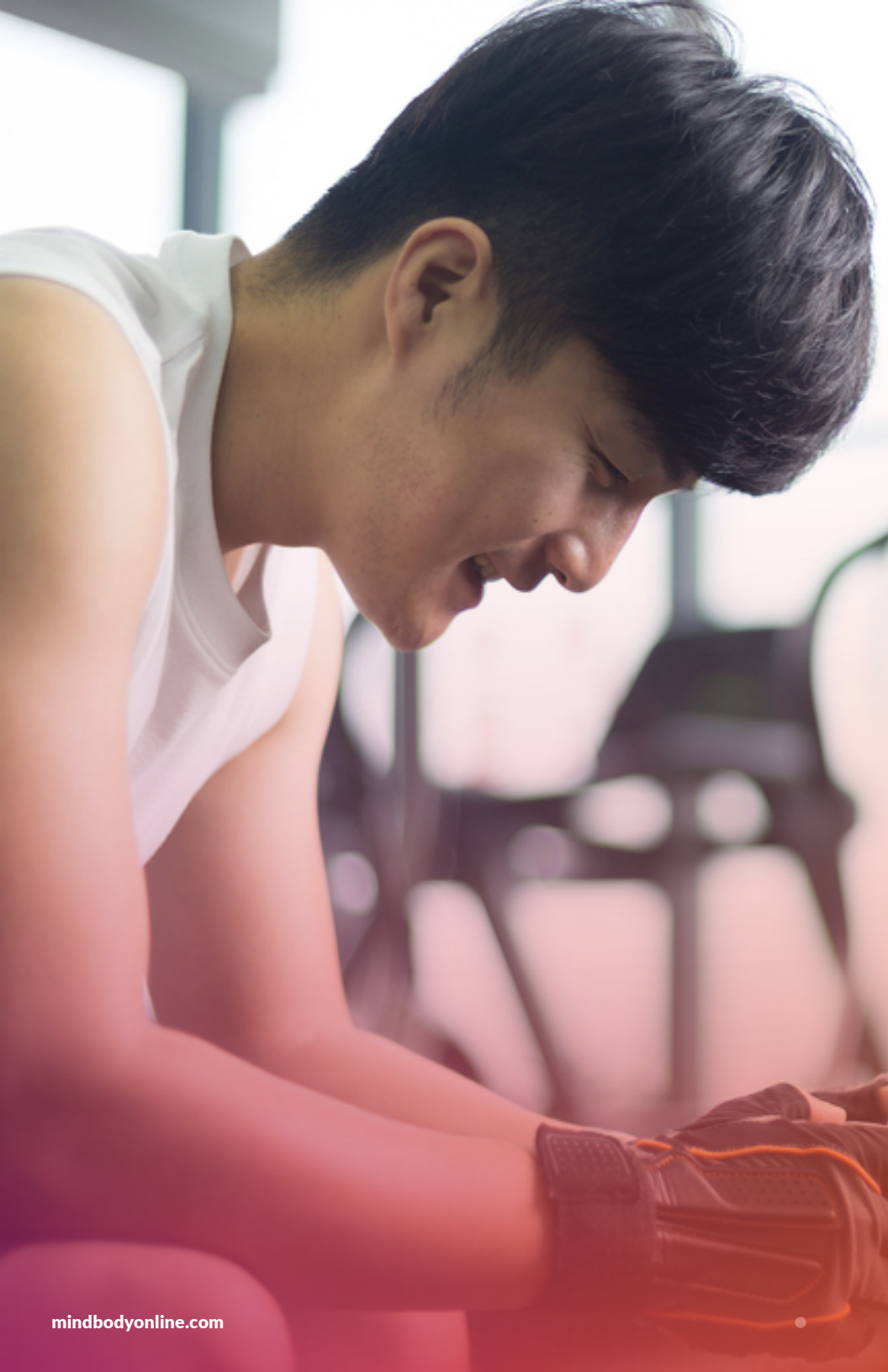
Multiple booking channels means customers can sign up on your website, app or Facebook page, increasing your reach.



Dynamic pricing helps you maximize revenue by adjusting prices based on time, popularity and more.



Automatic payment processing helps you establish recurring revenue streams that increase customer satisfaction while making it easier for you to forecast business needs.



A Processor That Isn't Mobile May Be Costing You a Seamless Customer Experience

How convenient would it be to swipe a credit card wherever you are? Sell contracts and inventory without a long line at your front desk. Find a software and integrated payments solution that allows you to accept payments on your smartphone or tablet, meaning you can check in customers or sell contracts, products or services from anywhere in your facility. The MINDBODY business app allows business owners to sell anything, from anywhere.

What's more, the integration provides faster payment processing and greater tracking. Not only does this give your customers the ability to book and pay in a few quick seconds, but it allows you to review their past transactions and spot sales trends – all in a more convenient manner than ever before.

Without Automatic Payments, You May Be Missing Out on Recurring Revenue

What about the customers who know what they want before they ever come through your door? Maybe they prefer to sign up for a monthly yoga package, a recurring cut-and-color appointment or weekly training sessions.

Your business can offer membership packages with automatic payment processing, allowing you to set up automatic payments. This feature allows customers to sign up and pay for recurring services and automatically charges their account when payment is due. No interaction is required, so customers enjoy a completely frictionless experience. They can spend less time handling their payment information and more time engaging with you and your business. Additionally, automatic payment processing reminds customers when their payment information on file is about to expire, which reduces missed payments and chargebacks.





Automatic Payment Processing (cont.)

Monthly memberships and automatic payments help stabilize your cash flow, giving you a more consistent number of customers – and therefore revenue – to anticipate from month to month. What's more, they allow customers to partake in your services without a second thought; they simply walk in, sign in and are good to go.

Auto payments also save you and your staff from wasting time attending to small billing issues. No more handling failed transactions and managing numerous accounts; instead, your business can give each customer the attention he or she deserves.

If Your Processor Isn't PCI Compliant, It Could Cost You Data Security

What kind of security measures does your processor have in place? Make sure you're thoroughly vetting to protect your customers from a breach. MINDBODY is a PCI Level 1 Compliant Service Provider, meaning we adhere to the highest payment security standards, including:



Using up-to-date firewalls and antivirus programs to prevent unauthorized access to cardholder information.



Encrypting payment data when transmitted across open network.

Therefore, you can rest easy knowing your customers' payment data is safe and secure. This allows you to instantly process not just recurring memberships, but one-off purchases, cancellations and no-show fees.

MINDBODY is Here For You

MINDBODY helps you connect with your customers and grow your business by providing secure, portable, seamless transactions.



Build your client base with recurring memberships.



Review the status of each and every payment.



Track the performance of your products and services.



Streamline check in and check out with instant transactions.



Let your customers pay in advance.



Accept payments across multiple channels.

Want to learn more about growing your revenue? Schedule a demo today.



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