

Three Steps to Prepare your Payments for a World Post-Corona

Corona has affected the payments industry in numerous ways that no one could see coming. Being the #paymentsgeeks we are, we want to talk about what you can do to prepare your business now for the world post-corona.

Follow along for three steps you can take right now to prepare for the unthinkable:

Step 1: Ensure you're Adaptable

Right now we're finding out how flexibly companies actually built their infrastructure. The ones that built themselves to be adaptable were able to make some quick changes to the way their businesses were running. The ones who hadn't focused on flexibility before the crisis are finding themselves in more turbulent waters.

"It's not the things you know of that you need to plan for, it's the things you don't see coming. And what ultimately allows you to be ready for those is building flexibility, adaptability, etc into the product." - Scott Harkey, Chief Strategy Officer & Head of Payments, Level

Some questions to ask yourself: Are you able to switch to a new payment processor with the flip of a switch? Are your payments running in the cloud? Do you have strategies to deliver your product or service to your clients through multiple channels?

Takeaway: Build your technology to be flexible. Think "flip the switch".

Step 2: Reduce Costs

We don't mean to state the obvious, but here we go: revenues have been greatly affected by the pandemic. Because revenues are down, looking to lower variable costs is high on the to-do list for many companies. While reducing costs has always been a top priority for companies, the pandemic has brought a new focus on it.

Here are some cost reducing avenues to venture down:

1. Optimizing your Stack
 - One of the most popular optimizations right now is moving your payment operations to the cloud. Cloud infrastructure allows for scalability.
2. Repurposing Contracts with Vendors
 - Look to repurpose contracts with vendors that you can't cancel. You might be able to reuse contractors for different projects or get creative about bundling offerings that would make more sense for today's market.

3. Using the Tools You Already Have
 - In the immediate response, you have to get creative about leveraging the tools you already have. Make sure you're using all of the features available to you in their full capacity.
4. Reducing Cost of Payments Acceptance
 - For the longer term, there are lots of different options you have to reduce your total cost of payments acceptance. Adding in cheaper payment methods like bank transfers is one easy way to do that, but there are also ways to route between payment processors to get better prices.

Takeaway: Look to optimize your stack, and get creative about using the tools you already pay for.

Step 3: Increase Channels

Companies who had strategies for both in-store and online to begin with are ahead of the curve in this crisis. Those caught flat-footed are finding themselves paying super high rates for card not present (CNP) transactions out of necessity, and trying to figure out digital customer experience in a matter of weeks.

"It can be any channel at any given time. You don't know, and you can't optimize for one in a way that disadvantages the others. What things like this show is that you don't always have control over where it goes, so you're better off accounting for the multi-channel, omnichannel, all-the-channels approach." - Scott Harkey, Chief Strategy Officer & Head of Payments, Level

Takeaway: Every channel is an important channel, and be prepared for any of them.

Being flexible with platforms, payment providers, and channels will allow you to react more quickly in the future when plans are forced to change. Just as Scott Harkey from Level said, "You don't want to be figuring out how to adapt when you have to adapt. You want to be figuring that out before you need to do it."

Make sure your company is prepared for whatever may be coming next.

Watch the [full webinar that dives deeper into these three steps here](#).

If you want to learn more about how [Modo](#) or [Level](#) can help you build a more flexible payments infrastructure, we'd be happy to chat! Reach out today.

Take control of your payments stack with Modo

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