



# RecurPay

*RECURRING PAYMENTS PROCESSOR*



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# RecurPay is an Innovation that Generates a Reliable Service for Consumers and Merchants

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How we make financial exchanges in the modern economy has become unprecedentedly more complex and diverse. From digital currency to digital payments, the way we make payments has also become considerably more dynamic and abstract. Consumers can now make payments using digital checks, credit cards, and a variety of other methods. Additionally, businesses can now accept payments in equally numerous ways. Methods can include electronic signature, ACH transfers, or batch many payments in a single process. Payments can be set in advance or made in real-time. And one of the most critical advancements to making financial exchanges has been the ability to schedule recurring payments. This ability to set a payment that repeatedly occurs on a specific date has revolutionized efficiency and reliability for consumers and merchants alike.

Even more, convenient payment options have become the new standard for merchants to provide their customers. The demand for easy and consistent methods has hit the market at unprecedented levels. In addition, diverse sets of technology now support consumer-initiated payments, including [online](#), [mobile](#), and [text-based solutions](#). Each of these services has become an imperative based on market demand. However, other payment options merit equal consideration based on the benefits they offer to consumers and businesses alike.

We examine the broad-reaching capabilities and resources of offering recurring payment methods. This exploration covers a brief history and modernization of the transition to recurring payments, including our [RecurPay](#) solution's nuances and its benefits to diverse types of merchants. Our analysis shows how employing a recurring payment solution will empower merchants to meet the indisputable demands for this innovation in payment services for a modern market and consumer.

# Historical Context & Modernization

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Merchants have struggled for decades with the limitations of paper-based bill payment methods. There have been delays in the receipt of mailed payments since 1762 when British banker Lawrence Childs introduced printed checks. Many of these delays continue to be caused by glitches in the U.S. Postal System. Others are commonly attributed to consumers' failure to mail check payments on time or to send payment altogether. Even when consumers remain faithful to correctly mailing payments, these payments' processing remains a time-consuming and expensive endeavor for businesses.

The evolution of online payment platforms is tied to the origins and proliferation of the Internet and the World Wide Web. Though commonly interchangeable, these two terms originally had distinct definitions. The Internet referenced a global system of computer networks that were designed to be interconnected. In contrast, the World Wide Web involved a collection of documents and other resources that could be accessed globally.

In 1969, an early iteration of a communication network was developed. This primitive network was identified as ARPANET, a military network intended to assist communication during the Vietnam War era. This early ARPANET system saw rapid growth, but it did not gain wide-spread commercial use. This system's use was mainly limited to academics attempting to communicate with one another utilizing typed commands on bulletin boards.

A significant turning point for the networking of communication occurred in 1989. Sir Timothy John Berners-Lee, a British computer scientist, introduced an invention identified as ENQUIRE. This innovation relied on a function called 'hyperlinks,' which a user could select to gain access to additional files with more data.



# Historical Context & Modernization Cont'd

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As ENQUIRE developed and expanded, it would eventually evolve into what we now identify as the World Wide Web. Berner proposed this interconnected web as an information management system in which data would be organized on “pages.” Initially, this web of data was intended to automate information sharing between university scientists with various other institutions throughout the world. This segmenting and connecting of information subsequently implemented the first communication between a Hypertext Transfer Protocol (HTTP) client and a server via the Internet. It accomplished this by merging advanced technologies from computers, data networks, and hypertext into an information system with global access.

The early 1990s brought the rollout of a precursor to online payments. These online banking services were clunky and difficult to use for the first few years. As of 1994, the earliest forms of e-commerce retailers, such as Amazon and Pizza Hut, began appearing in the market. Among other trailblazing retailers, these merchants began offering customers the ability to accept orders online. Refinements to the web—including the release of Web 2.0 in 1999—made online payments a more common option for merchants to offer. Web 2.0 also fostered the growth of online bill payment options.

Today, the Internet is a mainstream payment platform, with even the smallest merchants deploying consumer-facing web payment solutions. Online bill payment has also become mainstream within service industries. Entities ranging from utility and real estate management companies to healthcare providers are now accepting payments via Internet payment platforms.

One of the most critical features to these online methods is the ability to establish reliable and recurring automatic payments.

# What is Recurring Billing?

In a recurring billing scenario, merchants use a system that automatically accepts electronic payments from their customers at a pre-defined interval. For example, a merchant can set payment on a specific day each month. Consumers sign up for recurring billing by designating a credit, debit, or bank account from which payments will be automatically withdrawn. When a payment is due, it is then charged against the appropriate account. Funds are then transmitted to merchants via ACH or wire transfer.

Our RecurPay service automatically sends consumers an email to remind them before payment is due. For convenience, consumers will receive an email advising them in advance that a credit card is set to expire shortly. The email will also request updated payment information.

Our RecurPay solution easily integrates with other E-Complish solutions, using our all-in-one online payment system, [VirtualPay](#).

VirtualPay is not necessary to implement recurring payments, but it is the most dynamic option.

Our VirtualPay solution serves as a 24/7 call center payment portal for merchants. From sending the first invoice to the final receipt, VirtualPay makes it simple to execute payment processing. An organization can manage all payments from start to finish using all E-Complish solutions within one comprehensive system. With VirtualPay, a business can access instant ACH before sending customers automated email receipts branded with its logo.

However, if your company elects not to use VirtualPay, then one of the following systems must be implemented: [HostPay](#), [MobilePay](#), [DirectPay](#), or [DevConnect API](#).

HostPay is a solution that easily integrates with other E-Complish services while providing a system that links to the company's website, with the option of customizing it to match the website's unique design. MobilePay provides consumer-facing mobile payments. DirectPay offers a dynamic interactive voice response (IVR) system to manage inbound phone calls. And DevConnect API makes it easy for developers to integrate their legacy systems with E-Complish's ACH and credit card back-end processors with a single API.



# Benefits of RecurPay

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Recurring billing solutions yield myriad benefits to merchants that sell goods and those that offer services. Examples of businesses might include utility companies, telecommunications companies, real estate management concerns, insurance providers, educational institutions, and healthcare entities.

**The first benefit is an improved bottom line and a more predictable revenue cycle.** When payments are automatically charged to a customers' credit or debit card account or electronically debited from a checking account, merchants see a reduction in the number of payments that arrive late. Merchants also witness a decrease in payments that never come. In turn, this service improves cash flow and bolsters the bottom line. At the same time, scheduled payments allow for financial forecasting, and the overall planning for a company becomes a more effortless endeavor.

**Customers are far less likely to defect to the competition.** They are also more inclined to purchase pricier goods and services that they might otherwise pass up if they can make a series of small, recurring payments. Again, the result is higher revenue. For non-profit organizations, recurring billing brings additional donations.

**Reduced costs and streamlined payment collection efforts also result from the deployment of recurring billing technology.** Statistics from a NACHA Council for Electronic Billing and Payment survey lend credence to this claim. The survey revealed that electronic billing, including recurring billing, can save businesses 40 to 50 cents per invoice given the combined cost of paper, postage, and processing.



# Benefits of RecurPay Cont'd

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**Unlike traditional bill payment methods, recurring billing involves minimal legwork and yields maximum time savings for merchants.** The only effort required entails recording changes in payment methods. An example of this process occurs when consumers obtain a new credit card or switch from ACH payment to credit card payment.

**Merchants will stand to improve relationships with customers and reap the many benefits that result from this relationship.** Of the many benefits from recurring billing, customers specifically enjoy the convenience of never needing to remember when payments are due. Customers no longer must write checks or initiate payment by phone or online. Avoiding the fees associated with late payments is also a significant advantage that customers appreciate. This enhances customer satisfaction, building better relationships and loyalty with merchants that make recurring billing readily available.

**Full-featured, PCI-compliant recurring billing software permits merchants to manage their customers' sensitive account information securely.** When bills are sent and paid via a PCI-compliant solution rather than in paper-based mode, the potential for customer data to be accessed by the wrong parties is drastically reduced. The risk of fraudulent activity is also reduced. This diminishes common errors and inconveniences while eliminating the negative impact on merchants' reputation and financial wellbeing.

# RecurPay

## Features

- **Effortless operation.**  
Charges are processed automatically as recurring payment deadlines approach. Simple web tools enable easy management and revision of billing information. Automatically generated emails provide notification of expiring credit cards and imminent end to recurring payment arrangements. A user-friendly interface facilitates the management of billing information.
- **Flexibility.**  
Our service can be set up for weekly, bi-weekly, two-days per month (e.g. 1st and 15th), and monthly.
- **High-level security:**  
Provided by 128-bit SSL encryption and CVV 1-2 card verification system as well as security audits by McAfee, TrustWave, and First Data. Sensitive customer account information in a secure, PCI-compliant database eliminates the need for merchants.
- **Extensive reporting capabilities:**  
Including daily email reporting on transactions and the option to review order history, settlements, and sales activity and track transaction performance.
- **Easy report-sharing.**  
Downloaded reports can be imported to Microsoft Excel or other software programs.
- **Hassle-free implementation and integration.**  
Automatic updates eliminate the need for focused technical skills or investment in development resources. RecurPay integrates with batch transaction and QuickBooks applications.



# Who Should Use RecurPay?

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RecurPay is an advantage for any merchant that seeks security-enhancing alternative solutions for storing customers' credit card information.

Critical benefits are also available to merchants that lack time to manage recurring credit card payments and track payment schedules. We accomplish this success with our ability to offer customers an automatic payment option.

# About E-Complish

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E-Complish has more than two decades of commitment and experience refining the way businesses approach modern payment methods. Working with E-Complish to organize and implement recurring payment systems will free up any business to refocus its efforts and resources on growth.

Our service also provides in-house support staff dedicated to helping customers solve problems and make the most of their payment services. We accomplish our goals by remaining flexible to the variety of moving parts involved in payment processing.

E-Complish automates tasks so our customers can spend their time focusing on the more important things—like growing the business.

We continue a tradition and commitment to innovation and progressive technological solutions with our RecurPay service.



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