

CASESTUDY “A LOT LESS STRESS AND MUCH MORE PRODUCTIVITY”

Peter Karaoglanis from Jim's Cleaning Eastern Division had been searching for a new payment solution that fitted in with his plans to expand the business. But for two and a half years, he couldn't find a professional payment system that printed a full tax invoice for customers, allowed for multiple users and integrated with his accounting system, MYOB.

Peter decided that the Mint Portable Payment System (PPS), on a Windows Mobile-based HTC Titan 2 smart phone was well suited to his business. For Peter, the Mint PPS was a necessary addition to other operational, marketing and IT tools he uses to cultivate a better customer experience, make processes more efficient, and effectively grow his business.

“Other solutions didn't go the distance, and it seemed that none of the big players had any viable options either.”

“We tried different options, but had some really bad experiences. We had a company processing credit cards for us for a while, but they would take several months to come through.

“So we scrapped those ideas and went back to only having two payment methods, cash or cheque. And for many customers, that just isn't good enough, so you risk losing their business.”

“So when I discovered Mint, the first thing I said was “how good is this.”The Mint Portable Payment System (PPS) adds a wireless payment capability to a user's smart phone via the Microsoft Windows Mobile platform.



JIMS CLEANING EASTERN DIVISION

THE SITUATION

- Jim's Cleaning delivers on-site services to business and domestic customers
- Unhappy with current payment system
- Experienced lag in getting paid – impediment to cash flow
- Required a professional payment tool to support business expansion

THE BENEFITS

- Instant payments processing – eased cash flow pressures
- Improved customer satisfaction and professionalism of staffs
- Revolutionised accounting processes – back-end integrated with MYOB allowing for seamless electronic bookkeeping
- Reduced administration time and associated costs
- Increased flexibility to focus on growing the business

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Basically, this enables people like Peter to select items from a product and service list, provide a sum total and offer customers the option of paying by cash, cheque or credit.

It's like having your own personal cash register. You can provide customers with receipts as their transactions are processed wirelessly over the windows mobile network and Mint's handheld card reader/printer will instantly print a fully itemised tax invoice.

"I just love how the client can sign electronically onto my Windows Mobile touch-screen phone and it shows up on the receipt. Many of my clients are professionals who are used to innovative technology, but the one word that gets used most to describe the Mint PPS is "amazing."

"For a small business like mine, this means a lot less stress and much more productivity. The time and cost savings allow me to focus more on growing my business and less on time-consuming administration and account keeping because I can trace payments electronically and then link it with my accounting system."

Peter says his business has already been boosted by Mint through increased cash flow because there is no need to wait for cheques to clear or bounce.

"It has also made our clients happy, as most people prefer to pay by card. That means people often option-up the work they get and are spending more than they normally would because they can afford to as they no longer need to provide cash."

"My business is about performance. The vehicles we drive, the uniforms we wear, and our customer service are all indicative of good performance. Coming in to a job with the Windows Mobile smart phone and card reader/printer and enabling clients to choose their own payment method reinforces to the customer that they are dealing with the best and most professional in the field. This ultimately leads to more customers because referrals are a large part of our business," Peter added.

