



ABTEK TRIBUNE



News you care about. Tips you can use.

December 2023

Vol 3 Issue 3

Welcome to the latest edition of ABTEK's monthly newsletter! Stay in the loop with our updates, insights and exciting developments in the world of payment processing. In each issue, we bring you valuable content, special offers, and a glimpse behind the scenes. Thank you for being part of our community!

The Shakedown: How large POS companies are forcing merchants into limited choices

The Dominance of Large POS Companies

Large POS companies hold significant influence in the business technology sector, shaping not only the technology used by merchants but also influencing their credit card processor choices. This dominance raises concerns about limiting competition and harming businesses.

Limited Choices for Credit Card Processors

Merchants increasingly find themselves with limited options for credit card processors as large POS companies bundle their preferred services with their point of sale systems. This limited choice can be especially challenging for smaller businesses without resources for extensive research, leaving them with little negotiation power and feeling compelled to accept less favorable terms.

Lack of Transparency

The lack of transparency in the relationships between large POS companies and their preferred credit card processors adds to the challenge. Merchants struggle to understand financial arrangements and fees, fostering confusion and mistrust. This lack of clarity contributes to the feeling of being boxed in, with merchants unsure if they are making optimal choices.

The impact on Merchants

These limitations can lead to higher processing fees, hidden charges and subpar customer service for merchants. Beyond financial impacts, the stifling of innovation in credit card processing due to limited competition harms both businesses and consumers.

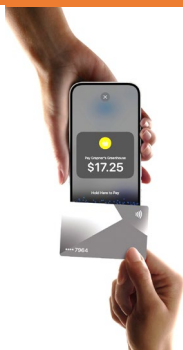
Conclusion

The practice of large POS companies constraining merchants in credit card processor choices raises concerns about transparency, competition, and overall satisfaction. To address this issue, advocating the greater transparency and choice in the credit card processing industry is crucial. Merchants should have the freedom to select payment processing services that best suit their businesses, avoiding the feeling of being boxed in or subjected to a "shakedown" by large POS companies.



In the realm of modern commerce, credit card processing is vital for business success. However, concerns are rising as large Point of Sale (POS) companies exert control over merchants' choices in credit card processors, leaving them feeling restricted and pressured. This phenomenon, akin to a "shakedown," limits merchants' freedom to choose the best credit card processing services for their needs.

EXCITING NEWS FOR CLOVER GO USERS!



Clover Go app will now accept contactless payments using Tap-to-Pay on iPhone.

Tap to Pay on an iPhone (XS or later with iOS 16 or higher) is now available on the Clover Go app to let you take in-person, contactless payments with no additional hardware. With Tap to Pay, all you need is your iPhone to accept contactless payments ranging from physical credit cards to Apple Pay and other digital wallets. Please contact us to get started with Tap to Pay on iPhone.

Employee of the Month – John Fahrner, Technical Product Specialist



John and his lovely wife, Kelsey (owner of Twisted Style Salon) live in Waterford, with their two dogs – Gimli and Gus (Double G). John's hobbies include hosting a film and movie podcast (check it out - Dewey PodMonster), bourbon tasting, football, UFC, Hockey, Baseball (watching – not playing) and considers himself a scary movie aficionado. You can find John and friends around the Detroit metro area where he likes to check out the music and bar scene.

John's technical background, along with his social media savvy have been a great asset.

His personality and quick wit fit right in with the Team.

Fun Q/A with John:

- Q: What is your favorite holiday and why?
- A: Halloween because it's the most fun and lands in the Fall.
- Q: What would your last meal be?
- A: Tacos al Pastor
- Q: What's the first thing you would buy if you won the lottery?
- A: Probably a bottle of William Larue Weller bourbon.

John Fahrner joined ABTEK in May of 2022. Equipped with a degree in Networking and Security, John came to us from a large corporation where he dedicated 15 years to service and support. We are very happy to have him join our technical team. When calling ABTEK with a terminal issue or paper supply request, you've most likely talked to John.

"If people like you they'll listen to you, but if they trust you, they'll do business with you" – Zig Ziglar

Are you on trend with the latest payment acceptance methods?

In a survey, it was found close to 80% of 2023 Holiday shoppers preferred contactless or tap-to-pay at the checkout. Accepting tap-to-pay is essential for businesses as it offers customers unmatched convenience, ensuring swift and hassle-free transactions with a simple tap or wave. This aligns with evolving consumer preferences for contactless and secure payment options, contributing to enhanced customer satisfaction and loyalty.

Embracing this technology not only meets customer expectations but also demonstrates a commitment to staying current with technological trends, streamlining transactions, and improving overall operational efficiency.

Call ABTEK today to see how tap-to-pay can benefit your holiday sales!

ABTEK
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TRENDING TIPS:

Social Media Share!

Currently following us on any of these three platforms?



Facebook, Instagram
LinkedIn

Share any of our social media posts in December and receive a \$5.00 Starbucks Gift Card!

*Do you know anyone looking for a new opportunity?
We have Agent positions available for motivated
and dynamic individuals looking to build relationships.
Perfect for someone looking for extra income and a flexible schedule.
Details: www.abtek.com/careers*



Product of the Month:



ABTEK offers an Electronic Invoicing service, allowing you to create and track invoices through a Portal or via API. This helps streamline the billing process by reducing time spent on paperwork and getting paid, so you can focus on your customers and business. Creating an invoice in the Portal will generate an email to your customer with a PDF invoice and a link to pay their bill securely within the Gateway's environment, removing the need to host a payment acceptance page of your own.

For more information, please reach out to us at (800) 544-9145.

*In the spirit of the Holidays,
we are offering \$500 to any
merchant with a referring
business who begins
processing no later than
January 31, 2024!*

*Call us today with your
referral!*

800-544-9145

