



ABTEK TRIBUNE



News you care about. Tips you can use.

November 2023

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!

ABTEK'S GIFT CARD PROGRAM

Did you know roughly 3 billion gift cards go unused worldwide, annually?

While gift cards offer flexibility and choice, they often go unused. This phenomenon occurs for various reasons, such as forgetfulness or the feeling of not having an immediate need. However, businesses should continue to offer gift cards as they can bring several advantages. Firstly, they generate revenue upfront, even if the recipient does not redeem them immediately. Gift Cards also attract new customers, as recipients may spend more than the card's value when they visit the store, increasing overall sales. Additionally, offering gift cards promotes brand awareness and loyalty, as customers often return to the same business to use their gift cards. While some gift cards may remain unused, their potential for revenue and customer engagement makes them a valuable marketing and sales tool for businesses.

Call ABTEK today if you feel like a gift card program would fit your business model!



Is your business in need of a little extra cashflow? Clover Capital now offers a cash advance program to be paid back with your future credit card transactions. Call for details!

“Dual Pricing Delight”: Why passing credit card processing fees to customers can be a smart move.

In the labyrinth world of commerce, where merchants wield their financial wits like seasoned gladiators, a strategic decision awaits – the Dual Pricing Delight! This isn't just a mundane choice; it's a calculated move that can tip the scales in your favor, transforming your customers into loyal champions of your business. Welcome to the world of dual pricing, where financial sensibility and customer satisfaction can coexist harmoniously.

Picture yourself as a merchant, standing at the intersection of profit and customer gratification. The tantalizing prospect of saving substantial funds by shifting credit card processing fees to your customers is a vision many aspire to, and for good reason. This path, however, is not a treacherous one. It's an opportunity to bolster your bottom line while keeping your customers content, all wrapped up in a golden bow of transparency.

Imagine, for a moment, that you're not engaging in a duel, but rather participating in a dance-off where your financial prudence and your customers' appreciation twirl together in perfect harmony. This is the magic of dual pricing – it allows you to not only recover the expenses associated with card transactions but also reap the benefits of loyalty and trust.

Let's be clear – the costs of credit card processing are real, and they add up over time. By tactfully passing these fees to your customers, you're essentially sharing the financial load and showing them that you value their patronage enough to be open about it. They appreciate your honesty, and this transparency can strengthen their bond with your business. In this dance, you're the merchant who's upfront and honest and that makes all the difference.

By opting to introduce dual pricing, you're not merely looking to save a few coins; you're enhancing your customer experience. You're investing their trust, ensuring they return to your establishment with a smile and loyalty that endures. It's not just about cost savings; it's about creating a more profound and lasting connection with your customers.

In conclusion, the Dual Pricing Delight is not just a financial tactic; it's a strategy that can transform your business into a thriving, customer eccentric establishment. By deftly sharing the processing fees with your customers, you're forging a lasting partnership, where financial prudence and customer satisfaction are dancing partners, not duel opponents. So, choose this path and watch your business flourish, as your customers become your loyal champions!



Celebrating an ABTEK Milestone!

We had a great evening getting together to celebrate Morgan's 20th anniversary on Friday, October 13th at one of our favorite local restaurants. All ABTEK employees were in attendance along with family members and close friends. All have had an impact on the growth and success of ABTEK. We are thankful for the extended friends and families we've made over the years.



Success is no accident. It is hard work, perseverance, learning, studying, sacrifice and most of all, love of what you are doing or learning to do. - Pele

What is Tap to Pay?



Tap to Pay, also known as contactless payment, is a convenient and secure method of completing transactions. This technology allows consumers to make purchases by simply tapping their contactless-enabled credit or debit card, smartphone, or smartwatch on a compatible payment terminal. It has gained popularity for its speed and ease of use, making it a preferred choice for many in-person transactions. With robust security measures like tokenization and encryption, Tap to Pay offers a level of protection against fraud, making it a reliable and efficient way to make and take payments in today's fast-paced world.

Friendly Fraud and How to Prevent It

Friendly fraud, also known as chargeback fraud, is a deceptive practice where a customer makes an online purchase and later disputes the charge, claiming the transaction is fraudulent or unauthorized. Despite the term "friendly", this type of fraud is not amicable; rather a deliberate attempt to avoid paying for a legitimate purchase.

Friendly fraud can be challenging for merchants to combat, leading to financial losses and increased expenses in managing chargebacks.

Preventing friendly fraud:

- Create a paper trail and verification at every step.
- Request signature upon delivery.
- Create precise and clear refund policies.
- Impose a time limit for returns/chargebacks.



TRENDING TIPS: Google Reviews Wanted!

Feel compelled to share your love for ABTEK?

Write a Google Review anytime in the month of November and receive a \$25 gift card!

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*Your referrals are the
lifeblood of our
business.
Please consider
sharing our services
with your network.
Let's grow together!*

Product of the Month:

Clover Go



Clover Go offers a range of advantages for businesses, making it a popular choice for mobile and small business owners. Clover Go boasts portability, versatility, enhanced security (encryption and tokenization), a user-friendly interface, integration with Clover and supported software, customization, accessibility and as always, competitive processing rates.

Overall, Clover Go provides a flexible, secure and efficient solution for businesses seeking a versatile mobile payment processing system. Its ease of use and integration capabilities make it a valuable tool for various industries.

Need an Event Loaner or more supplies?

Give us a call and we'll make sure your holiday essentials are in your hands in no time!