

## Reduce late payments with SMS invoice payment reminders

In an ideal world, all of your invoices would get paid on time. However as most businesses have experienced, this is usually not the case. With the average business owed \$300,000 in late payments (QuickBooks), finance teams need to do what they can to ensure that their payment reminders get noticed and customers can pay their invoices easily.

On average, people receive double the number of emails per day than they do SMS messages. Due to the sheer volume of emails your customers receive every day, payment reminders via email can sometimes get overlooked. In fact, the average open rate for emails is just 25%.

SMS messages on the other hand have an open rate of 98% (Tyntec), meaning payment reminders sent via SMS are far more likely to get noticed, and to result in your invoice getting paid.

Chaser now provides SMS chasing functionality, so you can reach out to customers about payments in the most effective way possible and get invoices paid faster.

SMS chasers can also include a link to your customers' Payment Portal, allowing customers to pay your invoice instantly directly through the link in their payment reminder SMS.

SMS chasing means more effective payment chasing, and easier payments for your customers - helping you to get invoices paid faster and improve cash flow at your business.



LoveBrands

"Has become an indispensable tool in my working routine. It's allowed me to create personalised templates that convey the same friendliness and the same tone I would use with customers in manual messages"

Rossana Vittorielli, Credit Control Manager, LoveBrands

### Get invoices paid faster

 By making invoice payments seamless for customers. Clients can make payments in just a few clicks via their SMS message, which links them directly to their Payment Portal to make payments instantly.

### Reach customers with ease

 Cut through the noise and reach customers on-the-go by sending payment reminders via SMS. By sending payment reminders to their phone, you can reach customers more efficiently, and get invoices paid faster.

### Save time

 Don't waste any time following up with customers manually. All of your SMS messages are automated with customizable templates and schedules, to ensure you save time without losing the personal touch.

### Improve customer experience

 Keep customers informed on what is due when easily via SMS, and remove payment friction for clients with SMS payment reminders that link directly to their Payment Portal. Instantly thank customers for payments via SMS automatically.

### Enhance your payment chasing process

 Use a combination of SMS and email payment reminders in your automatic chasing schedules to increase your chances of prompt invoice payments.

## Key capabilities



### Automatic SMS reminders

Save time and get paid faster by fully automating the chasing of invoice payments via SMS. Send SMS reminders according to automated schedules alongside email payment reminders, on the times and days that you choose.



### Seamless payments for customers

Make invoice payments as easy as possible for your customers and increase your chances of prompt payments. They can pay instantly via their unique Payment Portal link, which is sent automatically within your SMS reminder.

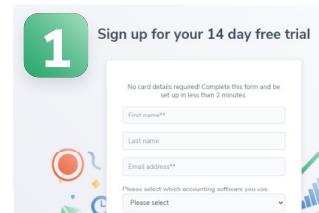


### Personalise every touchpoint

Every payment reminder looks like it has come directly from you. Customise SMS messages with automatic personalisation fields (like business name, due date, invoice amount). Use fully editable SMS templates that reflect your normal language and style of communication with customers.

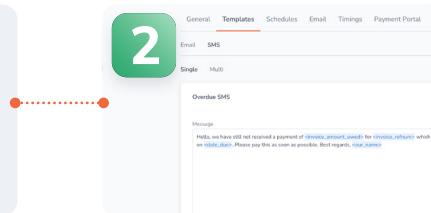
## HOW IT WORKS

### Start using SMS chasing in four simple steps



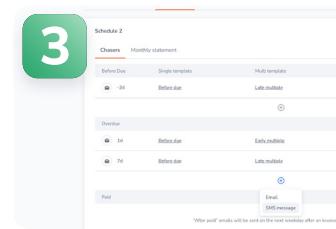
#### Create a Chaser account

Start using Chaser for free (no card details required) for 10 days at [chaserhq.com/signup](https://chaserhq.com/signup).



#### Review your SMS chasing templates

In your Chaser account, navigate to 'Manage' then 'Templates'. Select the SMS option and edit the existing templates if required.



#### Add SMS to your chasing schedules

In the 'Manage' area, select 'Schedules'. Edit your chosen schedule and click the '+' button to add in an extra reminder. Select your chosen SMS template from the drop down, then click 'Add'.



#### Add Payment Portal links to your SMS templates

If you have the Chaser Payment Portal enabled, navigate to 'Templates' and click on the template you'd like to edit. From the 'Placeholders' menu on the right hand side, click the Payment Portal option to insert it into your SMS reminders and click 'Save'. Payment Portal links will be sent to all customers that receive this SMS template!

Chaser helps businesses get paid sooner with its award-winning all-in-one accounts receivables automation platform, debt collections agency and outsourced credit control services.

Users can credit check, monitor debtors, chase late invoices, collect payments, recover debt and reconcile accounts, all in the same unique platform.

By sending automatic and deeply personalised payment reminders, the software and service provider effectively gets invoices paid on time without losing the human touch. To date, Chaser has helped users chase over USD 10 billion in overdue invoices.

Chaser was named the Accounting Excellence 'Cloud App of the Year' three years in a row (2017, 2018, and 2019), Xero's 'App Partner of the Year' (2016), and App Partner of the Month (August 2019).

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