



## **Why card payments are the most rewarding choice for small business**

Running a small business can be chaotic – it's a balancing act of mastering your marketing strategy, gaining sales, cash flow management, settling bills, issuing invoices and chasing payments.

But thanks to new and emerging technology, it's now possible to unlock hidden value for your small business with no extra work involved – just by switching to card payments. So if you're a small business owner who hasn't taken a close look at the ways you make your business payments in a while, now is the time.

But how does paying by card add value to your business? The [Deloitte](#) 'Paytech Revolution' report released in early 2018 outlined the key benefits:

- Added value through rewards on all your payments
- Optimised cash flow
- Increased speed and efficiency
- Security

[B2Bpay](#) is a new payment solution that is a rewarding way to pay and take advantage of all these benefits for your small business. If you still process most payments using EFT, cash or cheque, you're leaving valuable rewards on the table every time you pay your bills.

Research increasingly shows card is king for small business in a rapidly digitising economy.

### **Customers prefer card**

In June 2018, the ATO released the [findings](#) from its research into how 1,049 Australian consumers are paying. The findings weren't surprising for one of the world's most cashless countries – the research revealed only one in five Australians still prefer using cash for purchases.

This nationwide trend is the most pronounced in young people – so if your small business targets customers who are under 35's, you need to remember that this group carries the least amount of cash in Australia. Going cashless means it's a lot easier for this group to spend more money with you.

### Key ATO research findings

- 10% of consumers carry no cash at all
- 30% carry limited cash and expect to use electronic payments for most transactions.
- 19% carry some cash but will use it only if electronic payments aren't available,
- 27% said they carry some cash and use a combination of cash and electronic payments

The ATO research also revealed that people prefer the convenience and security going cashless offers, in that it removes the need to withdraw cash and carry it around, as well makes record keeping a lot easier with everything recorded electronically.

When it comes to convenience, new payment technologies are having a big impact. Tap and Go is reducing the time it takes to make a transaction even further than regular card payments, and [B2Bpay](#) consolidates payment across multiple cards onto one screen to make reporting easier for tax time.

According to the ATO assistant commissioner, Matthew Bambrick, 86% of businesses believe that most customers expect to be able to pay via electronic means.

“This research indicates that the trend away from cash will only gather pace. This is more than a passing fad. This is the way of the future,” said Bambrick.

He states that the end result will be more people carrying little or no cash at all.

The Reserve Bank of Australia 2017 Consumer Payments Survey [data](#) supports this – over a decade, consumer payments by cash have fallen from 70% in 2007 to 37% in 2016.

### **Cash can end up costing more for your business**

Card payments don't just make small businesses payment simple, they offer your customers convenience as well. When you make it easier to pay for your goods and services – you're improving the likelihood you'll be paid on time, every time. Similarly, when you settle your payments quickly by card you develop a good reputation to help grow your business.

B2Bpay, in partnership with Qantas Business Rewards, is an easy way to start growing your reputation. There are no start-up costs and no changes to existing banking relationships, all you need is an ABN and email to equip your business with a card merchant facility.

## **Cashless rewards your small business**

Going cashless offers multiple benefits for your business:

- Card rewards on every transaction, including ATO payments when you use [B2Bpay](#)
- Speed and efficiency, for you and customers
- Security – no need to keep cash on hand secure
- Record keeping & visibility – accurate, real time reports on your desktop
- More customers – Every year more Australians choose to use card payments
- Reliability - pay and be paid your monthly, quarterly or annual bills on time, every time