Debitsuccess
Funding Cuts. Are student payment plans the panacea?

Davin Miller, CEO, Debitsuccess
Who are we
Some of our clients
Government Funding
Who has too many students?
Payment Plans = More Sales
Stand up … please
How many more sales?

**Certificate 4 Bookkeeping**

<table>
<thead>
<tr>
<th></th>
<th>Upfront</th>
<th>Payment Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of course</td>
<td>$1,000</td>
<td>$19.23 pw</td>
</tr>
<tr>
<td>Revenue</td>
<td>$100,000</td>
<td>$114,000</td>
</tr>
</tbody>
</table>
Increase Your Collection Rate

- Size of the Deposit
- Demographics of the Students
- Type of Course
- Attendance
Great Payer vs Bad Payer
Any Day, Any Frequency

<table>
<thead>
<tr>
<th>PAYMENT FREQUENCY</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly</td>
<td>37%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fortnightly</td>
<td></td>
<td>49%</td>
<td></td>
</tr>
<tr>
<td>Monthly</td>
<td></td>
<td></td>
<td>14%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BILLING DAYS</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon</td>
<td>21%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tue</td>
<td>9.5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wed</td>
<td></td>
<td>15%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thur</td>
<td></td>
<td></td>
<td>28.5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fri</td>
<td></td>
<td></td>
<td></td>
<td>26%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BANK ACCOUNT/CREDIT CARD SPLIT</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Bank</td>
<td>57.5%</td>
<td></td>
</tr>
<tr>
<td>Credit Card</td>
<td></td>
<td>42.5%</td>
</tr>
</tbody>
</table>
Old Payment Plans
Bad Payment Plans

- Everyone has to pay on the 15th of the month
- Can only pay by Credit Card
- The student transfers the money by EFT or pays by cash each month.
A Good Payment Plan has...

- Method of Payment
- Frequency
- Number of Payments
- Days

But … make sure the payment plan finishes before the course ends
Following up of failed payments

- SMS with a link to a payment page

Hi John
Your account with Learning Cloud is overdue. You can pay at [https://paynow.debitsuccess.com/T/uQ3JZ2IV](https://paynow.debitsuccess.com/T/uQ3JZ2IV) or by calling 1800 148 848 to discuss.
Following up of failed payments

- Email
- Letter
- Phone Call
- IVR
- Website Payments
- Catch-up payments
- Double Debit
- Debt Collection
Choosing a third party or doing it yourself. Things to consider.

- Technology?
- Level 1 PCI DSS?
- Outside of business hours?
- Who is going to call your customers?
- Who are your customers going to call?
- Any Day Any Frequency?
- Automated emails SMS, letters?
- How are students going to sign up?
- Processing the daily billing run?