CASE STUDY

How WorkWave Created A Superior Customer Experience By Owning Payments

Background

WorkWave provides a suite of software solutions for field services companies such as pest control, lawn care, cleaning, HVAC companies, last mile delivery and more. WorkWave's solutions support these customers across the entire lifecycle of their business, including sales and marketing, scheduling service calls, providing services in the field, and ultimately taking payments from their customers.

WorkWave's end-to-end software platforms are focused on driving the overall profitability of their customers of all sizes, from one-person small businesses to global companies, allowing them to save time, save money and improve the customer experience, all within one integrated solution. WorkWave found that in order to improve their customer's experience, payment functionality and financial performance, they needed to take complete control of their integrated payments solution, so that it could be customized to their customer's specific needs.

Why Did WorkWave Become A Payment Facilitator?

Receiving payments from customers is the lifeblood of any service business, and WorkWave customers look to them to ensure their cash flows smoothly and consistently. WorkWave was always responsible for this, but prior to becoming a payment facilitator they relied upon a third-party provider to manage and control payments, and payments related activities. Over time it became obvious that WorkWave customer needs were not being met, but customers did not blame the third-party - they blamed WorkWave.

Customer frustration was being driven by several factors: poor support interactions when problems arose, the need to deal with a third party that didn't understand their business, a constantly changing and confusing fee structure, and a general inability to understand the real cost of payment related activities. To make matters worse, WorkWave customers also expected modern payments related functionality that would impress their end customers and allow them to conduct their business more effectively. WorkWave knew that advanced, mobile payments functionality would help them improve the customer experience on their platform. WorkWave found that they could resolve these issues by bringing payments in-house and becoming the first payment facilitator in the field service industry.

How Did Infinicept Enable WorkWave To Craft an Improved Payments Experience?

Prior to working with Infinicept, WorkWave had already embarked on their journey to become a payment facilitator. However, the systems they were using at the time did not provide the flexibility, functionality or reliability they needed to deliver the most value to their customers. WorkWave again found itself trapped within a templated solution that did not meet the real-world needs of their customer base, and did not allow for the future product development that WorkWave intended when it brought payments in-house.

> "You need to find a partner that you can sit down and talk to who will take the time to understand your business, because the world of traditional payments and payment facilitation are two very different things. We found that partner in Infinicept."
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> DAVID F. GIANNETTO
> CEO
> WORKWAVE

Prior to moving over to the Infinicept platform, WorkWave sat down with Infinicept leadership and experts to explain what they needed, how they expected their customers to benefit, and what they wanted their payments ecosystem to look like. An ecosystem that would put WorkWave in control, giving them the ability to put customer needs at the forefront of the payments experience. The path forward became a partnership with a core piece of the ecosystem relying on the Infinicept platform. This platform gave WorkWave the tools they need to manage their own payments product and to improve reliability, but most importantly it gave them the flexibility to be in control of the payments functionality they were delivering to their customers.

WorkWave has been serving field service providers for almost 40 years so they understood the industry and the needs of their customers better than any traditional payments company ever could. WorkWave needed a payments platform that enabled them to deliver the solutions their customers were asking for. Using Infinicept's platform, WorkWave was able to do just that.

WorkWave was also able to improve their customer's experience by adopting the streamlined dashboards and portal Infinicept provided. WorkWave was able to bring together information from across the entire payment's process, from underwriting to completed transactions, within one portal that gave customers clear transparency into their payments, any discrepancies, and perhaps most importantly, their costs. WorkWave support personnel also had complete access to this portal to improve the support experience to properly assist their customers with any payments related questions.

Results

Utilizing Infinicept's payment platform, WorkWave now offers their customers a unique payments product and experience that no other field service technology provider can match, and gives their customers a better user experience and a competitive advantage in the marketplace. There are thousands of field service companies using WorkWave Payments, with these customers seeing a variety of benefits that all stem from WorkWave bringing payments in-house.

By owning payments, WorkWave can reduce the payment processing costs that their customers were incurring. WorkWave uses its collective buying power to reduce processing rates and then passes these savings on to their customers. The field service businesses using WorkWave payments are saving 15% - 40% on their payment processing costs when compared to the previous processing provider, making them a more appealing option to any field service company.

WorkWave has also unified and improved the customer support their customers were receiving for payments inquiries. This, combined with added payments functionality that allows field service providers to conduct their business more efficiently, has resulted in a better end-to-end customer experience for those using WorkWave's platform.

WorkWave sees payments as a vehicle for their future growth. By embedding payments into their product offering they are able to gain a competitive advantage in the marketplace and improve the user experience on their product. There is still tremendous opportunity for the future of WorkWave's payments product as they work to add value-added services and new payments functionality that their customers need and want.

> "Infinicept's platform gives us the flexibility we need to create a solution tailored to meet our customers' needs. For instance, we are able to offer flexible fee billing options allowing each customer to pick what was best for their business, or to quickly add in additional transaction types, technology or information. Suddenly we had these options because of Infinicept and the new ecosystem their platform enabled."
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> NEIL AXE
> DIRECTOR OF PAYMENTS
> WORKWAVE

To sum up the benefits for WorkWave and their customers, WorkWave CEO David Giannetto, says, "partnering with Infinicept has given us the ability to allow our customers to reach their full potential by putting more money in their bank account and giving them a better overall product experience. Empowering our customers by delivering industry-leading technology has always been our goal as a company and Infinicept is helping us do that."