



Bill Me Later®

More Payment Options for Your Customers Means
More Revenue for You

RELATIONSHIP MANAGEMENT

The Power of Alternative Payments

Many of today's consumers prefer "alternative" payment methods—those other than traditional cards such as Visa, MasterCard, American Express or Discover and eChecks. **Bill Me Later®** can provide your customers with the flexibility to purchase without using a credit card.

WHAT BILL ME LATER® CAN DO FOR YOU

1. ATTRACT NEW CUSTOMERS AND INCREASE AVERAGE ORDER VALUES

Bill Me Later has enabled top-tier retailers and travel providers to offer effortless payment experiences for customers who typically have a higher average order value (AOV). You can attract these customers by implementing Bill Me Later.

2. INCREASE CUSTOMER SATISFACTION

According to Javelin Strategy & Research (2006), Bill Me Later consumers have 28-46% higher repeat usage than consumers using other payment forms. Unlike credit cards, Bill Me Later gives you the control to provide promotional financing to your customers. You can also choose to enhance your brand by providing company-branded credit to your customers.

3. LOWER YOUR OPERATING RISKS AND COST

Bill Me Later processing fees are usually lower than credit cards. For properly authorized transactions, Bill Me Later assumes the risk of consumer fraud thereby eliminating the cost of fraud monitoring.

LITLE & CO. MAKES IT EASY

Get started quickly. Contact your Merchant Services representative at Litle & Co. We'll explain the benefits of Bill Me Later and help you analyze its fit for your business. If Bill Me Later is ideal for you and you meet the qualification criteria, we'll walk you through the complete process, technical implementation and any changes to your returns/chargeback process that will enable a smooth launch. We can also guide you through implementation via ecommerce platforms that connect to Litle.

Easy implementation. We will guide you through the implementation process. For merchants using the Litle XML format, implementing Bill Me Later on the back-end is simple. There's no need for changes to your data formats.

Consolidated reporting and funding. When you implement Bill Me Later through us you'll get all of your data consolidated into a single set of reports that provide a holistic view into your transaction processing.

Want more information about how Bill Me Later can help you grow your business? Contact a Litle & Co. sales specialist or talk to your Merchant Services representative.



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