InterPayments

Affiliate Partners: Key Verticals

As payment processing continues to evolve, surcharging can now be applied across a wide range of industries. InterPayments empowers merchants to implement compliant surcharging across their business without disrupting the customer's experience.

We've identified key verticals where our solutions deliver the most impact, common challenges they face, and how our approach stands out.

Challenges by Vertical

B2B Industries

- **Food Service and Distribution:** Wants to avoid operational complexity as they often experience high invoice volumes and frequent payments. Do not want to affect long-term relationships.
- **Construction Tools and Materials:** Only wants to surcharge certain customers to avoid affecting long-term relationships.
- **Logistics and Supply Chain:** Faces high-volume, multi-location billing. Looking for surcharge calculation and reconciliation that easily integrates with their existing systems.
- **Manufacturing:** ERP systems may require customization to apply surcharges. Staff may not be familiar with surcharge rules or exceptions.
- **Professional Services:** Many practice management platforms, commonly used in this industry, lack surcharge capabilities.
- **Healthcare Product Distributors:** Must use a fully compliant surcharging solution as unclear or varying regulations around healthcare-related billing can raise legal concerns. Integration with commonly used ERPs is often complex.
- **Media and Advertising:** Surcharges are difficult to apply consistently when client contracts vary. Agencies are hesitant to risk friction.

B2C Industries

- **Insurance:** Surcharges on insurance premiums are highly regulated (e.g., California's Proposition 103 requires insurers to get prior approval from the California Department of Insurance before implementing any changes to insurance rates, including surcharges). Adjusting recurring payments to include surcharges requires precision to remain legal.
- **Hospitality and Leisure:** Multiple systems (e.g., booking engine, point-of-sale) must be aligned for proper surcharge application.
- **For-Profit Education and Non-Profits:** Only wants to surcharge certain donors to avoid affecting long-term relationships. Most tuition or donation platforms do not offer surcharge customization.
- **Rental Properties:** Possible legal restrictions as some states ban surcharges on rent. Adjusting lease management systems for compliant surcharges is often technically complex. Landlords worry about disputes from long-term tenants.

Verticals with High Adoption Rates

B2B

- Food Service and Distribution
- Construction Tools and Materials
- Logistics and Supply Chain
- Manufacturing (of all types)
- Professional Services (e.g., accounting, legal, consulting, etc.)
- Healthcare Product Distributors
- Media and Advertising

B2C

- Insurance
- Hospitality and Leisure
- For-Profit Education and Non-Profits
- Rental Properties

Ideal Customer Profile

- **Role:** Chief Financial Officer, Head of Finance or Accounting, Chief Information Officer, Head of Information Technology, and those in related roles
- **Credit Card Volume:** Over $50m per year

Our Solution

As a Managed Surcharge Provider, InterPayments offers a comprehensive, end-to-end compliant surcharge program that seamlessly supplements existing payment processes and vendors. With InterPayments, merchants can customize surcharges to any compliant rate while removing complexity with managing various rules and regulations. We ensure accurate, up-to-date compliance with evolving surcharging laws, helping merchants implement surcharges effortlessly and legally.

What Sets Us Apart

- Automated selective surcharging so merchants can decide who, when, where, and how much to surcharge (e.g., customer types and product lines)
- No disruption to current payment processes and vendor relationships
- Contractually guaranteed compliance with state/provincial, federal, and card brand regulations, as well as indemnification against non-compliance violations
- Clear disclosures that communicate the surcharge policy before customers make a payment
- We enable all teams involved with surcharging, as well as provide training and messaging for customer-facing agents so merchants can provide full payment transparency to their customers
- Continued customer satisfaction as none of our merchants have stopped using InterPayments due to negative customer feedback

Example Recovery Cases

2023 Annual Results by Industry

Industry	Total Revenue	Surcharged Transaction Volume	Fees Recovered	Payback Period
Hardware, Construction, and Retail	$2+ billion	$295M (15%)	$5.9M (83%)	3 Weeks
Broadcast Media and Internet	$3.5+ billion	$110M (3%)	$2.6M (99%)	3 Weeks
SaaS - Supply Chain	$1.5 billion	$64M (4%)	$1.5M (98%)	3 Weeks
SaaS – Healthcare Services	$250+ million	$25M (10%)	$567K (94%)	3 Weeks

To learn more about how InterPayments enables merchants to reduce transaction costs and simplify surcharge management, download our Partner Overview.

Questions?

Reach out to us anytime at partners@interpayments.com.