

Why Surcharge Now?

For many large organizations, and B2B companies in particular, surcharging has become the go-to solution for reducing the cost of credit card acceptance in an environment of ever-increasing fees. When done with the right partner, surcharging can provide incredible benefits with little to no added risk to the business. These organizations found the following answers when asking themselves why they should surcharge now, both for their companies and their customers:

For The Business

- ✓ **Surcharging provides a strong and immediate ROI** that starts lowering costs from the day it's implemented, with time to break even measured in days. To help determine this ROI, InterPayments provides an ROI calculator.
- ✓ **Surcharging is a standard and growing practice** in almost all industries, especially in the B2B space. Companies surcharging today are doing so because their competition has already done so, normalizing the practice, and giving themselves a fiscal advantage in the market.
- ✓ **Surcharging technology is mature.** Modern surcharging solutions can shape themselves to fit any business, allowing companies to choose the transaction types, business lines, and customers that should be surcharged – and the ones that should not. The best solutions do this without introducing any compliance risk.
- ✓ **Surcharging is the best option when compared to alternative ways of avoiding fees.** Raising prices for everyone just to cover customers using credit cards isn't fair and is disruptive to your entire customer base. Most other forms of added fees are regulated or illegal. Refusing credit card payments greatly slows your growth.

For Customers

- ✓ **Surcharging is fair.** Credit card acceptance comes with a cost to your business, which must be figured into pricing. But it isn't fair to just raise prices – that means customers who don't pay with credit cards are being charged for a service they didn't use. Surcharging ensures the only customers who bear the cost of card acceptance are the ones who use credit cards.
- ✓ **Surcharging provides choice.** Your customers always have an option to avoid the surcharge by moving to a different payment method, such as debit, wire transfers or ACH. This allows you and them to keep costs as low as possible.
- ✓ **Surveys and market experience show customers understand and accept surcharging.** Any business concerned about customer impact should survey their clients to understand their concerns. Those who have done so have found that their customers do understand the pressures of rising costs and credit card fees and the need for a surcharge to avoid a general price increase.
- ✓ **No business using InterPayments has experienced customer attrition.** InterPayments has never lost a customer for any reason because surcharging does not impede business growth. InterPayments also provides notices that can be given to customers well in advance of surcharging, so there are no surprises.

To learn more, [request a demo today!](#)