



## 5 reasons to accept non-cash payments

As a business owner, lowering costs and improving cash flow is essential to the success of your business. Elavon has innovative and simple ways to accept payments from your customers. With Elavon, we can help you:



1.

### Increase sales

Increase your sales by accepting all credit and debit cards in-store, online and with mobile wallet products including Apple Pay® and Google Pay™. According to a Diary of Consumer Payment Choice 2022 survey, credit and debit cards accounted for 60% of payments, while cash only accounted for 18%.<sup>1</sup>



2.

### Improve cash flow and operations

Access funds from credit and debit card transactions fast, including within hours. Card payments are also more secure and easier to track than cash and checks.

**Your business is unique. Your payment solution should be too.** Lucky for you, ours are. No matter what your industry is or how your customers prefer to pay, we have a solution for your needs.



3.

### Enhance customer convenience

Today's consumers expect fast payment transactions and want to pay their preferred way. In 2022, a McKinsey report found that 89% of Americans used some form of digital payments method.<sup>2</sup>



4.

### Customize your payment acceptance solutions and build your base

Customize your payment acceptance solutions so they work for you. Whether in-store, online, with mobile wallet using a terminal, tablet, mobile device, or integrated POS solution, you have options to accept payments any way, any time.



5.

### Improve security while growing customer trust

Protect your data with our state-of-the-art card security and PCI DSS solutions. Technologies such as encryption and tokenization have made credit transactions more secure, making it harder to compromise payment card data during the payment process.

<sup>1</sup> The 2023 findings from Diary of Consumer Payment Choice  
<sup>2</sup> Consumer trends in digital payments (mckinsey.com)