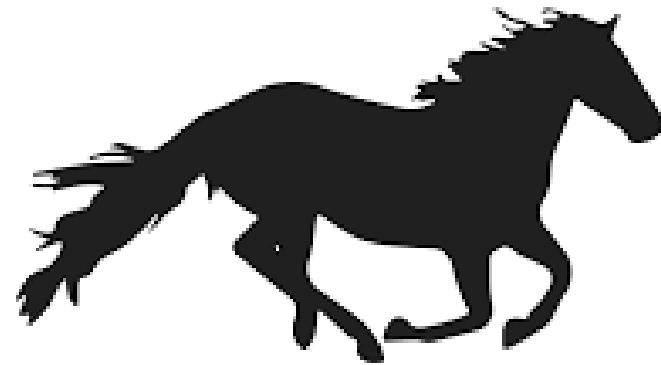


# Customer-Facing Payment Options and How to Leverage Them to Your Advantage



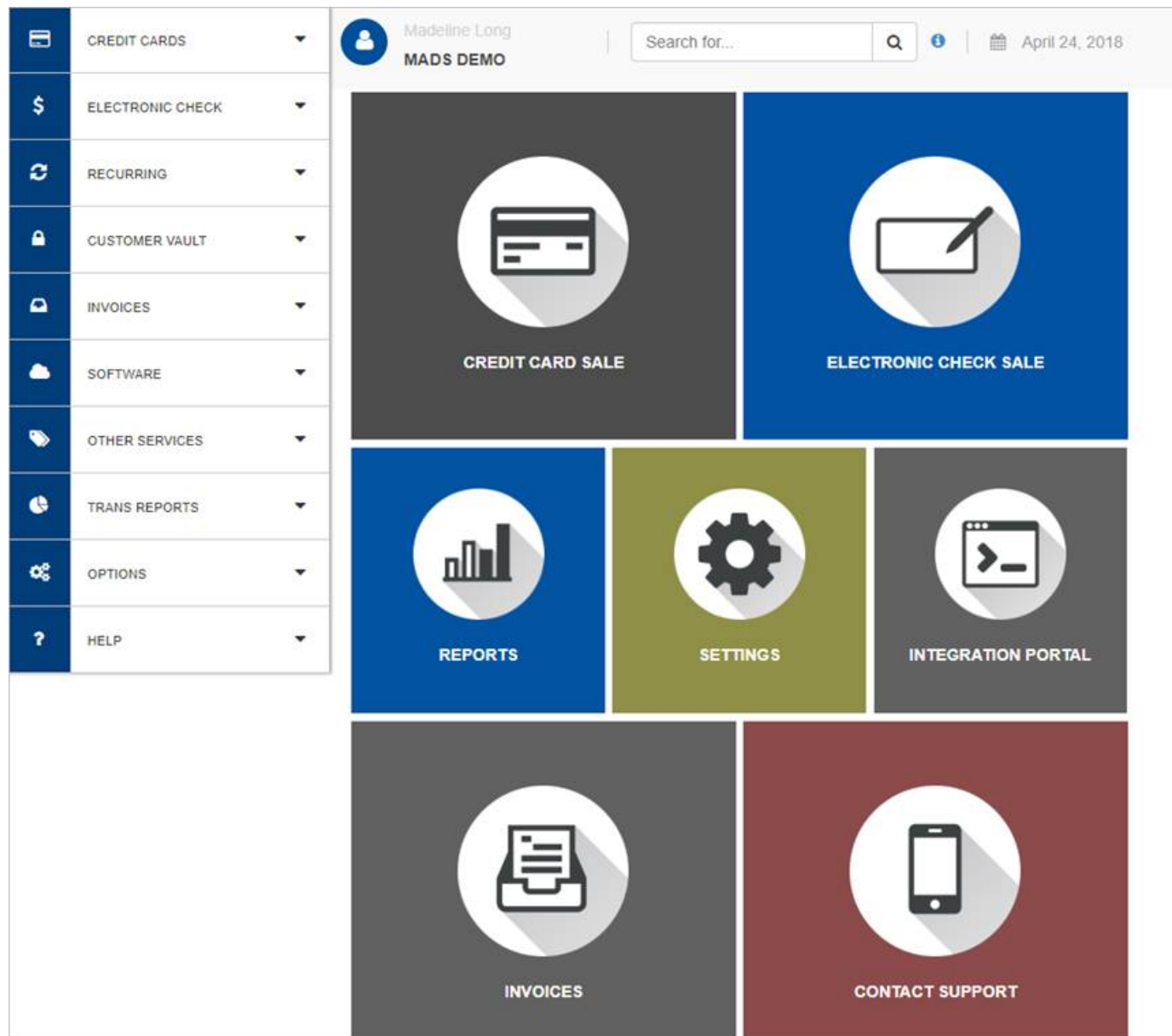
# Technology





**PONY EXPRESS**

Pay Invoice



CREDIT CARDS

ELECTRONIC CHECK

RECURRING

CUSTOMER VAULT

INVOICES

SOFTWARE

OTHER SERVICES

TRANS REPORTS

OPTIONS

HELP

Madeline Long

MADS DEMO

Search for...

Q

April 24, 2018

Home / List Invoices / Edit Invoice

+ /

Invoice Information

Created

04/24/2018 11:45:48 AM - OPEN

Actions

Resend Invoice

Pay Invoice

Close Invoice

Invoice ID

4083476233

Balance Due

100.00 USD

Payments Applied

0.00 USD

Invoice Amount

\$ 100.00

Invoice Terms

Due Upon Receipt

Customer ID

654789

Currency

USD

Order Information

Order ID

PO Number

Order Description

Shipping

\$ 0.00

Tax

\$ 0.00

☐ Tax Exempt

Products

Add Row

Remove Row

SKU	Description	Comm. Code	Qty.	Unit	Cost	Tax	Disc.	Total
			0	NAR	0.0000	0.00	0.00	0.00



## Invoice

**Ship To**  
Anthony Simone  
NAW  
mlong@gounified.com  
  
1325 G Street NW  
Washington, DC, 20005  
US

Bill To	
Anthony Simone	
NAW	
mlong@gounified.com	
123-456-7890	
1325 G Street NW	5

P.O. Number	Terms	Order ID
	Due Upon Receipt	

Item Description	Item SKU	Qty.	Cost	Tax	Disc.	Total
<div> <div>Tax:</div> <div>0.00</div> </div> <div> <div>Shipping:</div> <div>0.00</div> </div> <div> <div>Total:</div> <div>100.00</div> </div>						



Dear Anthony Simone,

Your invoice is attached. Please remit payment at your earliest convenience.

You can pay your invoice by following this link:

**Payment Link:** <https://unifiedcommerce.transactiongateway.com/r/1ipov>

----- Invoice Summary -----

Invoice ID: 4083476233

Date: 04/24/2018

**Due Date:** 04/27/2018

Term: Due Upon Receipt

Amount: \$100.00

The complete version has been provided as an attachment to this email.

Thank you for your business - we appreciate it very much.

To view your invoice open the attached PDF file. You must have [Adobe® Reader®](#) installed to view the attachment.

As always, customer service is our number one priority. Please let us know if we can be of assistance. If you have any questions or comments, please contact us directly at [mlong@ucsol.com](mailto:mlong@ucsol.com), or call us at 615-830-8553.

Mads Demo  
[mlong@ucsol.com](mailto:mlong@ucsol.com)  
615-830-8553/ Tel

## Payment Information

Billing Information	Shipping Information
<b>Madeline LONG</b> 6550 Carothers Parkway Suite 120 FRANKLIN TN 37067-3058 US P: 6158308553 E: MLONG@UCSOL.COM	<b>Madeline LONG</b> 6550 Carothers Parkway Suite 120 FRANKLIN TN 37067-3058 US E: MLONG@UCSOL.COM

[Edit Address Information](#)

Order Information	
<b>Order Description:</b>	Test Invoice
<b>Invoice ID:</b>	4082144516
<b>Order Amount:</b>	115.00

[Secure Transaction](#) 

Credit Card	
<b>Card Type:</b>	Visa ▼
<b>Credit Card Number:</b>	<input type="text"/>
<b>Credit Card Expiration:</b>	04/2018 ▼
<b>Card Security Code:</b>	<input type="text"/> <a href="#">(What is this?)</a>



I'm not a robot

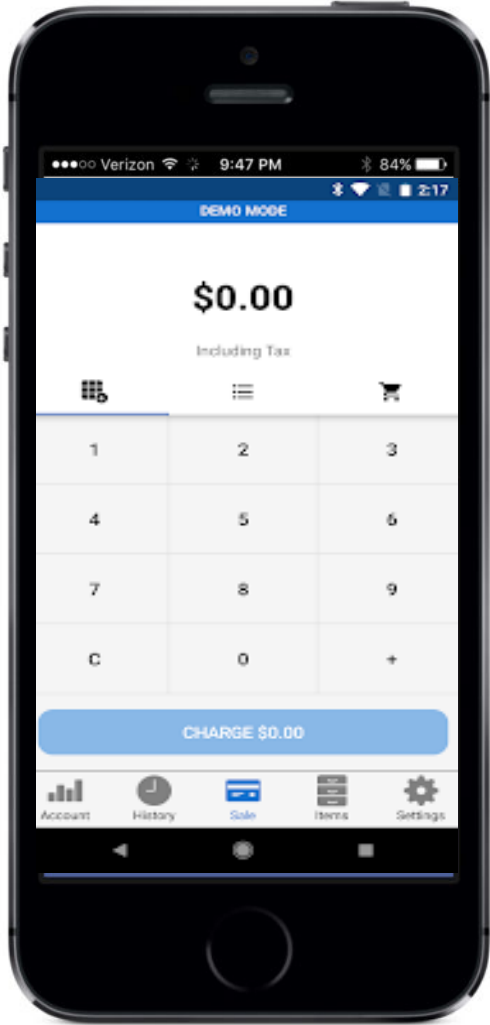


reCAPTCHA  
[Privacy](#) - [Terms](#)

Complete Order



# Mobile Payments, Remote Deposit Capture, EFT/CC



Back To Pending Deposits

Deposit #25370453: \$2120.00

Envelope	Amount
Envelope 1	\$0.00
Check (#001591)	\$309.00
Envelope 2	\$0.00
Check (#5631)	\$1200.00
Envelope 3	\$0.00
Check (#6092)	\$286.00
Envelope 4	\$0.00
Check (#005070)	\$325.00

Submit Deposit

THE DEPOSIT CENTER

Market Stream Services, Inc.  
7234 Communication Way  
Communication, WI 53452

1591

DATE 4/8/14

PAY TO THE ORDER OF USA Fund

Three hundred nine & 00/100 \$ 309.00

Susan Smith

1004594 4123456789 554433 214

All items are complete. You may submit your deposit.

Column	Value
Amount	\$309.00
Guarantor Number	
Segment Identification	

# Branded B2B App

- Promote services, events and special offers
- Simple registration creates app in minutes
- Track success of offers with advanced analytics
- Easily create coupons and offer codes
- Downloadable from App Store and Google Play
- Pay invoices



# Why Can't I Charge Customers Credit Card Fees?

## You may surcharge your customers

- Legal in 42 states
- Prior written notice before surcharging
- Brand-level surcharge
- Average surcharge is 3.5%, up to 4%
- Pre-paid and debit cards may NOT be surcharged
- Specific requirements for surcharging are well documented



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Madeline W. Long  
615.691.4277  
[MLong@GoUnified.com](mailto:MLong@GoUnified.com)