

A person in athletic wear is stretching on a road at sunrise. The person is wearing black leggings with pink accents and black sneakers with pink soles. They are holding their right leg with their right hand. The road is paved and has white dashed lines. The background shows a line of trees and a bright orange sun low on the horizon, creating a warm, golden glow over the scene.

A NEW DAWN

RELEASE 1.0

DIRECT DEBIT COLLECTION OPTIONS FOR REOPENING

HOW TO GUIDE

MARCH 2021



Direct Debit Collection Options for Reopening

Following recent Government announcements, the leisure industry is expected to restart in the next few weeks/months, dependent on nation. The return of customers to our leisure facilities will be a positive step forward as we prepare to move out of lockdown. Businesses collecting Direct Debits however are likely to have an added complication. Where customers return part way through a month, there is the question of how to charge the correct memberships fees for the days remaining. To assist and support your decision-making process, we would like to summarise a selection of options you may wish to consider. These options vary greatly, and we strongly advise each business to consider which approach is most suitable.

Direct Debit Collection - Reopening

Option 1 : No Direct Debit collection in the first month

We recognise this option may be unfavourable based on the loss of income. However, the dates of lockdown have resulted in some sites collecting Direct Debits and subsequently closing mid-month. On balance when opening mid-month, the fees already collected will offset the days remaining when business resumes. In delaying the Direct Debit process until the next full month begins, the good-will shown to customers may have a positive impact to the business and simplify the problem.

Option 2 : Change Direct Debit product prices

Where businesses wish to charge a pro-rata fee by Direct Debit to customers returning mid-month, it may be possible to amend the Direct Debit product. In changing each Direct Debit product price to a pre-calculated fee based on the number of days remaining in the opening month, customers will be charged the correct pro-rata value. Upon successfully completing the Direct Debit run, the product prices must be returned to their normal value. Please note this option will not work for customers who use subscription discounts or fixed prices.

Option 3 : Chargeable Service

Gladstone will provide a chargeable service whereby a one-time correction will be applied to the Direct Debits collected. By following specific instructions for the Direct Debit process, the Direct Debit sales can be raised, and values recalculated automatically by Gladstone. The recalculated values are based on the number of days to collect which must be provided to Gladstone in advance. This approach requires no manual changes to configuration. For further information and pricing regarding this service, please contact your Account Manager.

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