

Digital Payments Are Ready For The Spotlight



By accepting digital payment methods, you're able to improve business efficiency, increase accounts receivable productivity, enhance your customer's experience, and accelerate cash flow. However, many buyers are still making payments with checks. As the business world becomes increasingly digital, a transition that has been accelerated by COVID-19, are buyers becoming more interested in self-serve, digital payment options?

Pulse and Versapay surveyed 100 finance tech leaders to find out how check and digital payments use compare at their organizations and what their priorities are for 2021.

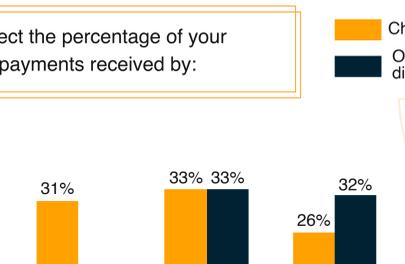
Data collected from April 5 - May 26, 2021

Respondents: 100 Finance tech leaders

Finance tech leaders say customers are ready to go digital when it comes to payments

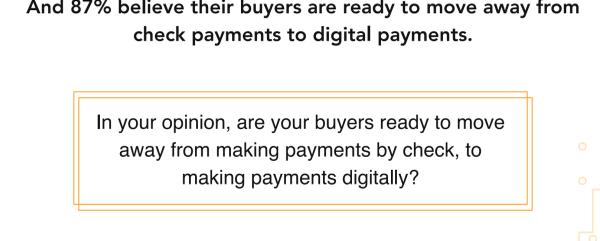
91% of tech leaders in the finance department say their organization receives check payments from customers.

Does your organization receive check payments from your customers?



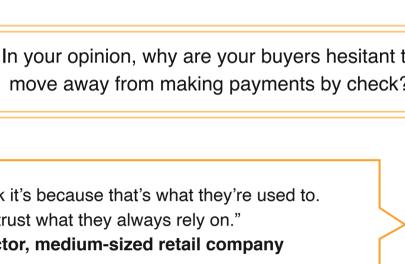
But most organizations are receiving a mix of payments by check and online or digital methods.

Select the percentage of your payments received by:



And 87% believe their buyers are ready to move away from check payments to digital payments.

In your opinion, are your buyers ready to move away from making payments by check, to making payments digitally?



Tech leaders who do have hesitant buyers suggest this may be because buyers lack knowledge about digital payments or are resistant to change ingrained buying and record-keeping habits.

In your opinion, why are your buyers hesitant to move away from making payments by check?

"I think it's because that's what they're used to. They trust what they always rely on."
-Director, medium-sized retail company

"People like the money-in-hand feeling. Feel they have more control with physical checks. Do not trust electronic payments."
-C-Suite, North American construction company

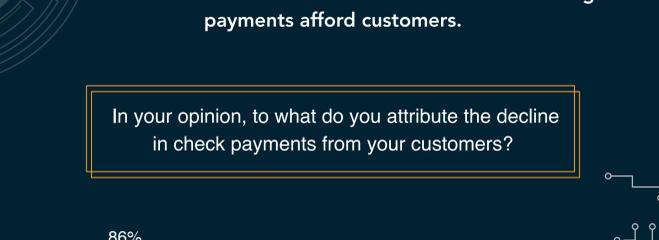
"They're easy to transfer."
-Manager, medium-sized real estate company

"A lot of people like having a 'more reliable' paper trail."
-Manager, large software company

Digital payments outpaced check payments over the past 12 months, driven by remote circumstances of COVID-19 and convenience.

85% of tech leaders have seen an increase in digital and online payments received over the last 12 months, with more than half (55%) describing the increase as significant. 49% of finance leaders surveyed saw an increase in checks, and 29% saw a decrease.

How has the volume of digital/online payments you received changed over the last 12 months?

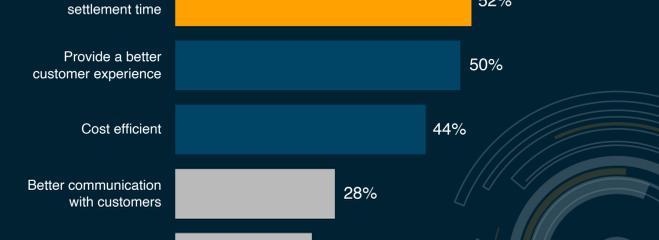


How has the volume of payments received by check changed over the last 12 months?



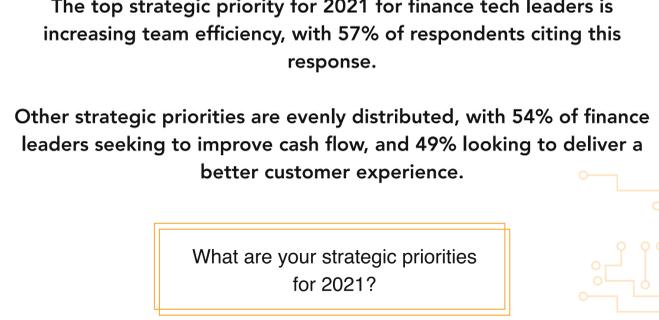
Of the 29% of respondents who saw a decline in check payments, 86% attribute the reduction to COVID and the shift to remote work, and 59% attribute it to the convenience that online and digital payments afford customers.

In your opinion, to what do you attribute the decline in check payments from your customers?



76% of organizations are considering offering digital payment methods because they believe they're easier for their customers to use; 52% believe they'll provide a faster settlement time (accelerate cash flow); and 50% believe providing digital payments ensures a better customer experience.

What are your top 3 reasons your organization may offer digital payment methods to your customers?

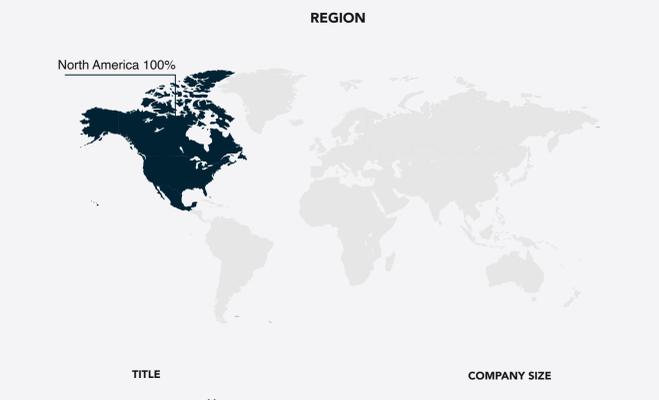


Priorities for finance tech leaders in 2021 are evenly distributed

The top strategic priority for 2021 for finance tech leaders is increasing team efficiency, with 57% of respondents citing this response.

Other strategic priorities are evenly distributed, with 54% of finance leaders seeking to improve cash flow, and 49% looking to deliver a better customer experience.

What are your strategic priorities for 2021?



Better cash management, although low on the list overall, is the priority that most leaders (62%) at medium-sized companies (1,001-5,000 employees) selected.

RESPONDENT BREAKDOWN

REGION

TITLE

COMPANY SIZE

