Bank Smart: Credit Card Payment Processing

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Disclaimer

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Examples provided herein have been sourced from publicly documented research, news articles, and industry trends and are not necessarily based on specific Kennebec Savings Bank customers. Any resemblance or similarity is purely coincidental.

Erin Woolard -

Manager of Partner Success & Concierge Services – Basys

- Work with Financial Institutions, Softwares, and Business Clients on payment program strategy for merchants
- Focus on practical education, operational lift, and long-term relationship health
- 11 years in Finance Industry
- Today’s goal: Make payments easier to understand!

Started in 2001 – Same ownership today!

Bank + Systems: our name reflects our roots in banking and the importance of trust, reliability, and service in all financial relationships

Our Mission: Deliver an innovative and expansive set of personalized business solutions that help clients and partners thrive

Payment acceptance should feel supported, understandable, and aligned to how businesses actually operate.

Payment Trends Business Owners Should Know

Payments landscape is changing – Cards dominate customers payments - No longer a competitive advantage – Customer Expectation

236.6B noncash payments

U.S. consumers and businesses made 236.6 billion noncash payments in 2024.

Cards lead by count

Cards accounted for over three quarters of noncash payments by number.

Cards Continue to Grow

Credit cards represented 35% of customer payments in 2024 – Debit Cards represented 30%

Remote and mobile keep growing

Remote payments represented 23% of consumer purchases and mobile phone payments averaged 11 per month.

Why Businesses Accept Cards

The best reason is not “because everyone else does.” It is because payments influence customer experience, operations, and cash flow.

Customer choice

Meet customers where they already prefer to pay: card, mobile wallet, online, remote, or recurring.

Faster collection

Invoices, payment links, cards on file, and recurring billing can reduce manual follow-up.

Operational visibility

Digital payment tools can support reporting, reconciliation, user permissions, receipts, and transaction history.

Business flexibility

Terminals, mobile options, gateways, integrations, ACH, and eCheck can match different ways businesses sell.

Professional experience

A smooth checkout experience can reduce confusion and support credibility with customers.

Risk management

PCI awareness, secure tools, and good processes help reduce avoidable exposure.

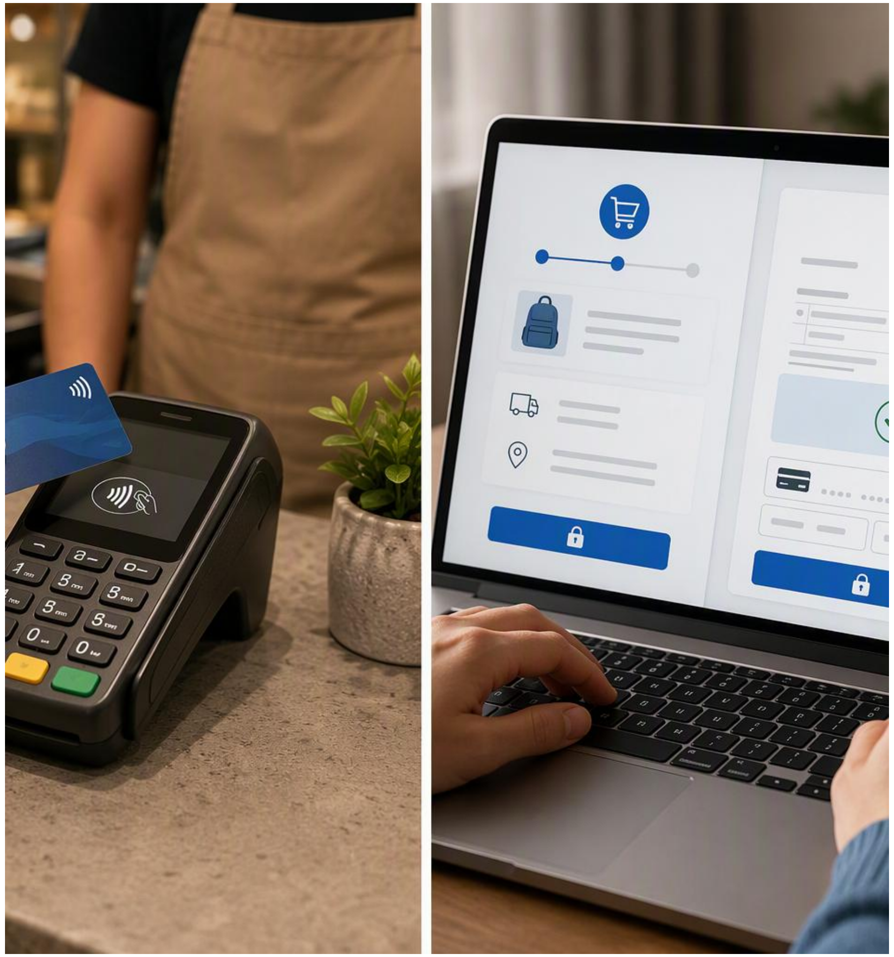
Start with the Business Model

A good payment setup follows how customers buy and how the business operates.

Retail / counter service	Speed, tap/dip/swipe, receipts, tips, refunds, daily batch visibility
Professional services	Invoices, payment links, card-on-file, recurring billing, client portal options
Field service / delivery	Mobile acceptance, payment links, deposits, offline/remote needs
B2B / wholesale	Level II/III data, account terms, ACH, reconciliation, ERP/accounting workflows
eCommerce / online	Hosted checkout, fraud tools, secure storage, cart or website integration

Terminals vs. Gateways

Both move payments securely, but they solve different business problems.



Terminal

- Best for in-person sales
- Tap, dip, swipe, and contactless
- Useful for retail, service counters, events, and mobile sales
- Usually tied to a physical device and daily batch process

Gateway

- Best for online or remote payments
- Payment links, invoices, customer vault, recurring billing
- Useful for B2B, professional services, eCommerce, and software integrations
- Usually tied to a virtual checkout or application workflow

PCI Compliance

PCI is about protecting cardholder data and making good security practices part of regular operations.

What PCI is

A data security standard for businesses that store, process, or transmit payment card information.

What most business owners experience

Annual self-assessment, secure payment habits, and sometimes quarterly network scans depending on their environment.

What changed recently

PCI DSS v4.0.1 is the active standard; it clarified guidance and corrected formatting without adding or deleting requirements.

Key message

PCI should not be a once-a-year scramble. It is healthier when payment security becomes part of normal business practice.

Questions to Ask any Payment Provider

1	**Fit**	Does the solution match how we sell today and how we may sell tomorrow?
2	**Pricing**	Can we understand our statement, fees, funding timelines, and contract terms?
3	**Security**	How are we supported with PCI, secure storage, user access, and fraud prevention?
4	**Support**	Who do we call when something breaks, and how quickly are issues resolved?
5	**Reporting**	Can we reconcile deposits, transactions, chargebacks, and refunds easily?
6	**Flexibility**	Can the setup support invoices, online payments, terminals, mobile, ACH, or integrations if needed?

Key Takeaways

Payments are part of the customer experience.

Accepting cards is about convenience, choice, and reducing friction.

Technology should follow the business model.

Terminals, gateways, mobile, ACH, and integrations each solve different needs.

Security should be built in.

PCI and fraud prevention work best when treated as ongoing habits.

Ask good questions.

The right provider should make pricing, support, reporting, and security easier to understand.

Questions?