Frost

Merchant Services
Case Study – Streamlining Business Operations in the Auto Industry



Putting Payments in the Fast Lane

POS System Drives Efficiency and Cost Savings at Regional Auto Dealer

In today's tech-driven society, consumers have come to expect the convenience of using credit cards and digital payment options wherever they do business. With transaction volumes higher than ever, retailers need user-friendly and reliable point-of-sale (POS) systems to accept and process payments on-site, with the functionality and customer support to help their businesses grow.

One of the leading auto dealers in South Texas had all of these needs, and more. With a growing network including 10 dealership locations, service centers, body shops and a related insurance business, the business needed the tools to process large transactions (such as down payments, major repairs or even entire vehicle purchases) quickly and improve the visibility and manageability of their financial data.

A SUPERIOR SOLUTION CREATED THROUGH A RELATIONSHIP-FIRST APPROACH

Based on an existing banking relationship with Frost that included treasury management services, the dealership was ready to consider new and improved options for merchant services from a partner who could do more. While they had used POS processing terminals in the past, a cumbersome user interface and lackluster support left their staff members confused and frustrated.

Enter Frost Merchant Services, which partners with Fiserv, the global leader in payments and financial technology, to provide an intuitive POS system with powerful back-end capabilities to turn data into business insight and action. The merchant services team started with a consultative approach to listen and understand the dealership's business and immediately designed a customized, purpose-driven solution to help them reach their company's vision.

The solution included **52 Clover Flex POS terminals** distributed to every location where the dealership accepted payments, from the sales floor and finance office to their off-site service shops. The handheld terminals allow staff to move freely throughout the workplace, and the software is as easy to use as a smartphone, accepting a wide range of payments including credit and debit cards, Apple Pay, Venmo, and more. Moreover, every device is connected to the cloud, allowing managers to access and manage financial data from anywhere, whether they need to investigate a single transaction or run a high-level report of the month's activities.

When it comes to costs, Frost and Fiserv's unique partnership helps the dealership achieve significant savings through negotiated transaction rates and combined pricing for treasury management and merchant services. The dealership has also begun surcharging on 90% of credit card transactions, cutting down on processing fees by transferring that obligation to customers.

A Relationship-First Approach

Though technology permeates every aspect of business, it's still people that matter most. That's why Frost and Fiserv do things differently than other merchant services designed to make your business better. We're there at the start to help program and implement the new system. Then we back the solution with 24/7 customer support and a dedicated relationship manager who knows your business — and your name.

fiserv.

TRANSFORMATIONAL BENEFITS PUSHING THE BUSINESS FORWARD

With the potent combination of advanced payments technology and an on-call, trusted support and advocacy team, the dealership has realized some game-changing outcomes:

- **Supporting employees and improving engagement:** With mobile Clover terminals and individualized logins, staff members can manage transactions more quickly and easily, spending less time with complicated technology and more time serving customers.
- **Improving the customer experience and exceeding expectations:** By accepting a wide variety of card and digital payment methods through Clover, the dealership offers its customers more choice and convenience to meet customer expectations.
- **Getting more customers in cars:** More options to pay on their terms may be the deciding factor in customers purchasing a car or opting for a higher class of vehicle, driving revenue and profit for the dealership.
- **Boosting the bottom line:** Taking advantage of bundled banking services, negotiated transaction rates and the ability to surcharge, the dealer is saving an estimated $150,000 annually compared to its old POS system.
- **Turning data into business insights:** Advanced intuitive back-end software gives managers unmatched visibility into operations, such as the ability to view and sort financial data by location, date ranges, or individual users, and make more informed business decisions.



UNLOCKING FUTURE OPPORTUNITIES

This partnership is a perfect example of how to use your bank to take advantage of modern technology to drive greater efficiency and growth. And, with the versatility of the Clover POS system and its built-in apps, they're unlocking new opportunities to accelerate not just finance and accounting, but also sales, marketing and operations.

Backed by the power of Frost Merchant Services, this Texas car dealer is helping redefine what a business banking relationship can be.

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Contact us today and we'll work with you to discover the best offerings to help you meet the vision you have for your company.

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