

#### THE CHALLENGE

- A large west coast college needed to upgrade their payment options to modernize the payments experience
- Current payment options did not satisfy student and parent demands for online, digital payments
- They also needed a partner who could integrate with their Banner platform and expand payment methods

#### THE SOLUTION

- The college selected ACI as their payments partner, citing a wealth of industry referrals
- They added credit card and debit card capabilities for tuition and other related fees
- ACI Speedpay® solutions and Banner 9 by Ellucian were integrated to optimize the omni-channel platform

#### THE RESULTS

- The college has streamlined its payments experience, raising student and family satisfaction
- The college has improved collections, reduced delinquencies and increased the security of its students' payments
- They were also able to centralize fee collection to their business office, reducing costs while raising revenue

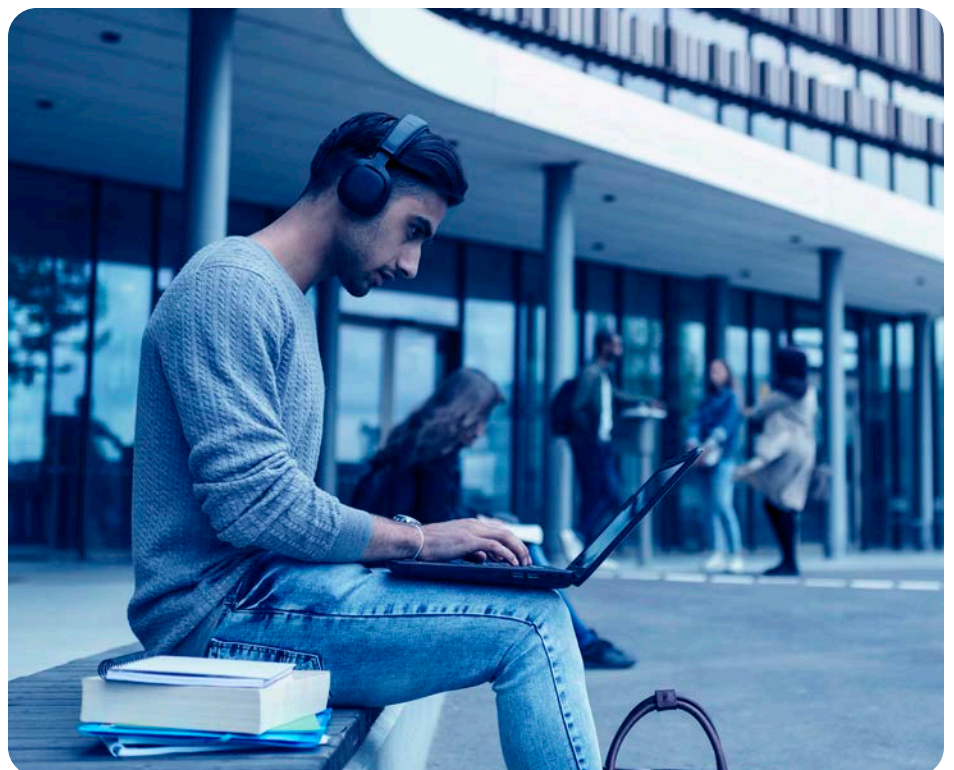
## How One Banner College Drove Collections Through Simplified Payments

Colleges and universities are under increasing pressure to not only deliver an affordable education to students, but also offer students and families modern, convenient ways to pay. As families become more anxious about the ability to pay for college, institutions that deliver streamlined experiences stand apart within the higher education crowd. For one large west coast college, this meant transforming their payments platform to meet the needs of today's student body.

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**ACI SPEEDPAY® SOLUTIONS OPTIMIZE THE PAYMENTS EXPERIENCE WITH AN OMNI-CHANNEL PLATFORM AND INDUSTRY-LEADING DATA SECURITY.**

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Former Director of  
Fiscal Services



## Modern Convenience

This college's payment choices for students were simple: cash, check or mail order. This meant that tuition payments were either mailed in or students had to pay in person. The challenges inherent in this system were such that students were met with long lines to make payments, mailed payments were often delinquent (or lost) and the college missed out on revenue-driving fees.

The college's administration dedicated themselves to modernizing the payments experience to raise student satisfaction, even going so far as to include students in the process by asking for their input on proposed changes. Through this process, it was revealed that students wanted more digital payment options, something administrators were all too happy to provide.

They knew that by adding a host of new and convenient payment methods, they could:

- Deliver more options to fit the many needs and preferences of their diverse student body
- Reduce the time spent chasing and processing collections
- Increase revenue through fees while still satisfying students and families, who no longer had to mail checks or wait in long lines
- Ensure greater security for all payment types

## Industry Expertise

As a Banner customer, the college needed a partner who could easily integrate with their platform and provide a solution that would expand their offerings. "It was important to us that we choose a company that could work with our Banner platform," said the former director of fiscal services. "We reached out to business administration networks and peers and we consistently heard ACI was the preferred vendor." With these referrals in hand, the college chose ACI and the ACI Speedpay solutions to deliver the Banner 9 integration.

Through this integration, they are now able to offer credit card and debit card payments for a host of campus payments, including tuition payments, course materials and health services fees.

The results of this modernization have delivered on their many expectations and objectives. Wait times have been dramatically reduced while collections have improved. Students have begun to shift their payments towards credit and debit card transactions, which serves a dual purpose of helping to speed collections while

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also allowing the college to offer greater security for payments—something they could not do with cash or checks sent by mail.

Additionally, centralizing the payments experience has driven greater efficiency for the Admissions and Records department, who no longer must spend time chasing payments or extending office hours. This has helped to reduce internal costs and allow the department to focus on other tasks.

## Key Learnings and Future Initiatives

One of the key aspects of this modernization effort was the decision to include student feedback. Along with building alignment within Financial Aid, Admissions and the school's business departments, the college also sought student insight into the types of payments they wanted and found that credit and debit cards were the most sought-after payments method for students.

Having delivered a successful transformation, the college is exploring more opportunities to deliver greater convenience for students and families. Most recently, the team added point-of-sale (POS) payments, allowing students to pay by credit and debit card in the business office. The hope is that this will raise student satisfaction as the college continues to explore more digital payment options.

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