

# ME PLANT HIRE



## CUSTOMER SUCCESS STORY

Established in 1972, ME Plant Hire Ltd are specialists in Plant & Tool Hire, Sales and Repair. With over 50 years in business, they service customers from Local Councils to building firms and the general public, providing advice on projects and offering a diverse range of equipment for hire.

### RESULTS

- ✓ Replace the need to take payment details over the phone with 3D secure, merchant-branded payment requests that safeguard your business.
- ✓ Protect revenue against late returns, damage or theft.
- ✓ Reduce card fraud and chargebacks.
- ✓ Ensure regulatory compliance.
- ✓ Deliver a secure and seamless remote payment experience.
- ✓ Improve operational efficiency by reducing the chances of human error and manual intervention that ties up staff's time.

Prommt helps us reduce costs and protect our business against losses due to late returns, damage & theft, by supplementing in-store or over the phone consultations with an easy, secure and more convenient way to pay. We would highly recommend Prommt to any business that wants to significantly improve their customers' remote buying experience.

**RAY MENTON**

Manager, ME Plant Hire

### CHALLENGE

The hire business has always carried a degree of risk, as merchants are hiring out expensive equipment to customers they don't necessarily know. If a machine is returned late or damaged, recovering costs is a tiresome task. Furthermore, the risk of outright theft is a constant concern. ME Plant Hire was looking for a payment solution that would better protect their business in such occurrences and minimise cash handling, while eliminating the need to manually take credit card details over the phone from prospective customers.

#### Convert Risky Phone Payments into a Secure and Online Payment Experience

Customers are often uncomfortable calling out their sensitive card details over the phone, and there are some cases where the person placing the order is not the payer. ME Plant Hire were looking for a solution that converts risky telephone and other remote payments into a simple, online and secure payment process - where payment requests can easily be forwarded to the official payer and payment collected before dispatch.

#### Regulatory Compliance

ME Plant Hire wanted to limit their exposure to sensitive card details, not only to stay compliant with PCI and GDPR, but also to deliver an enhanced remote checkout experience that reflects their brand identity.

#### Card Fraud and Chargebacks

Processing payments over the phone, particularly for high-value goods, rendered ME Plant Hire susceptible to fraud and chargebacks. They wanted to take payments online with 3D secure to eliminate this risk.

#### Cost of Payment Administration

ME Plant Hire wanted to reduce the amount of time, effort and risk involved in manually collecting payments over the phone and instead create automatic chase paths, with the aim to improve operational efficiency as they scale.



## SOLUTION

ME Plant Hire adopted Prommt Payment Requests in 2021 to protect their business against losses associated with late returns, damage or theft. Prommt enables them to reduce costs and protect margins by supplementing in-store or over the phone consultations with an easy, secure and more convenient way to pay. ME Plant Hire can now easily collect payment prior to delivery through 3D Secure, merchant-branded and customisable payment links sent via email, SMS, WhatsApp, and web chat.

Prommt has significantly helped in streamlining payment operations, eliminating time-consuming administrative tasks and minimising the time customers need to spend in-store when collecting equipment. ME Plant Hire are not only able to provide their customers with a seamless remote payment experience, but now accept new business that previously they might have rejected due to the level of risk. Setup, training and management was very straightforward, as Prommt's solution is fully housed within our personal management system and integrates with the company's existing payment provider.

## KEY FEATURES

### Autocharge

Many plant & tool hires utilise pre-authorisation forms and cash deposits to safeguard payment. Prommt's Autocharge feature provides greater certainty on deposits & final balances, and is more secure and convenient solution for stored card payments.

ME Plant Hire sends their customer a payment request for a deposit, which includes an optional or a mandatory opt-in to Autocharge. When the lease is over, ME Plant Hire use Prommt to charge the final balance to the card and the customer receives a notification email or SMS detailing that the charge has been applied. As customer's card details are tokenised and stored with the merchant's payment gateway, there is no need to view or store card details locally. This reduces the risk of compromising sensitive card data, minimises costly chargebacks, and significantly lowers the potential for revenue leakage - particularly when dealing with expensive equipment.

### Live Status Tracking & Insights

With a real-time statistics dashboard ME Plant Hire can track total payments sent, received, or pending for any date range, while the detailed 'Transactions View' provides them with a full audit trail, and enables full reconciliation with bank statements. Prommt is the only solution in the market built for teams, excelling at flexible access control and compartmentalisation. ME Plant Hire are able to securely store cards for repeat purchases (Autocharge) and set up recurring payments all from the administration portal or orchestrated through the API.

### Recurring Payments

ME Plant Hire found that their previous manual method of collecting scheduled payments and staying on top of payment activity & customer communications was expensive and time-consuming. Prommt's Recurring Payments feature provides them with an integrated, end-to-end solution to handle scheduled payments and recover arrears, reducing the hassle and expense involved in setting up and managing recurring payment plans.

Prommt enables ME Plant Hire to create secure, compliant and customer-friendly recurring payment plans & chase paths, where customers have the power to update their card details, pay overdue amounts or cancel their plans at any time, while getting automated notifications for every transaction.

### Prommt Support & Customer Success

Prommt is an enterprise-grade solution that is built for teams, supporting multiple locations and out in the field, reporting, and alerting capabilities. Prommt's solution is scalable and adapts to the reality of how ME Plant Hire operates their business.

### GET IN TOUCH

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