

MobileMerchant – A Real Gem!

Customer Story: Jeanie Jewellery



The Business

Native to South Brazil, Cintia Gough has been passionate about crafts since the age of 5. She grew up watching “I dream of Jeannie” and was even given the nickname “Jeanie,” so when she set up her own business, Jeanie Jewellery was a natural name choice. Cintia creates stunning jewellery and accessories using beads and crystals paired with crochet. Being a busy mum, turning her hobby into a business was the perfect way to combine her passion while allowing her to generate income.

Jeanie Jewellery relies on its website, as well as fairs and markets to promote and sell its creations. Although a small business, Jeanie Jewellery has a base of 100 regular customers and is attracting new customers every day. Fairs and markets are a very important part of Cintia’s business growth strategy and are a great opportunity to promote her brand, acquire new customers and of course to make a profit.

The Challenge

Cintia realised that there was a great need for her take other forms of payment besides cash. A lot of fairs and markets lack cash machines and customers only have the cash they bring with them to spend. Cintia’s business was losing sales because customers eager to make a purchase didn’t have enough cash and wanted to pay by card. *“Most people will not go looking for a cash machine; they will simply not bother to buy anything. People also tend to spend more if they know they can pay by card.”*



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Cintia had been looking for a solution to this dilemma for over a year: *“I looked for a way to take card payments that was portable and affordable, but hadn’t been able to find anything.”*

The Solution

Once she found Elavon’s MobileMerchant solution, she knew it was perfect for her business. As a smart business person, Cintia shopped around and found that MobileMerchant was a first-of-its-kind solution. *“I am really happy with MobileMerchant, I have been looking for a product like this for over a year and this is an ideal tool for my business.”*

Reasons I chose Elavon:

- Clear, simple, affordable pricing
- Simple to set up and easy to use
- Customers often spend more paying by card
- Good service for my customers
- Affordable for a seasonal merchant like me
- No more lost sales
- Security for me and my customers





MobileMerchant is an app that is loaded onto a smartphone. A Chip and PIN-enabled card reader securely transmits payment information through the smartphone and then to Elavon for processing. Funds are automatically settled into the business bank account.

Traditional payment terminals are a little too large to be truly portable for most small businesses on the go. In addition, traditional pricing programs can be perceived as expensive for very small or fledgling businesses.

Elavon's customer service representatives are there 24x7x365 to make sure that customers have everything they need to accept card payments. *"Set up was quick and very simple. I had a small problem due to an activation number being one digit wrong, but Elavon customer services were very quick to resolve the problem and set me up so I could begin transacting immediately."*

The Benefits

Cintia accepts card payments if a purchase is over £10 and she has noticed that people tend to spend more given the option to pay by card. *"At my last fair a customer had no cash, but because I had MobileMerchant she was able to purchase £32 worth of goods. Without MobileMerchant I would not have made that sale."* Cintia's customers are also appreciative, *"People are impressed with MobileMerchant and that it's so easy and secure for them and for me."*

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Jeanie Jewellery is a small business, so the cost of a regular terminal on a contract simply was not an option for Cintia. *"Because I only take cards at fairs, there are a few months of the year that are very slow as there is nothing on, and I would not be able to afford to keep paying for a terminal I am not using. MobileMerchant is easy, convenient and my customers love the fact that they can pay by card."*

Features

Elavon's MobileMerchant is packaged with a very affordable, clear and simple pricing structure. MobileMerchant is currently the only product in the market with double security features: 1) Chip and PIN ensures that the card is valid; and 2) advanced encryption technology masks card details before being sent to the phone. Receipts are sent to customers instantly by text message or email, saving time and paper. An online administration and reporting portal provides fast and easy access to transaction data and allows businesses to monitor activity and to easily reconcile card transactions.

www.make-payments-easy.com

**For more information about MobileMerchant please visit
www.tellmemore.elavon.com/mobilemerchant**