



CASE STUDY

Managing Service Fees, PCI Compliance, and Reconciliations with SmartPay



OHIO UNIVERSITY

- Athens, Ohio
- Founded in 1804
- 36,000 students
- More than 250 academic programs

Product: SmartPay

"We had gone several years without credit card payments being an option for anybody. We launched SmartPay specifically to allow those seeking to pay with credit card to do so."

Carole Gilkey
Assistant Bursar
Ohio University

Challenges

The management of merchant service fees associated with accepting credit card payments had become too costly for Ohio University to sustain. To avoid raising tuition, the business office needed a solution that could balance the convenience for students paying tuition and fees using a credit or debit card with the cost of accepting these types of payments.

Solution

Ohio University selected the SmartPay solution from Transact Payments, which allows the university the flexibility to manage merchant service fees as they desire - either absorbing the entire fee, a portion of the fee, or passing it on to the student. This flexibility allowed the business office to find their desired balance between service fee cost and providing students payment options. Additionally, SmartPay provided PCI compliance and simplified reconciliations.

Results

- Since initially rolling out SmartPay, Ohio University has expanded the use of SmartPay to other areas including payment of residential housing-related fees.
- Moving credit card acceptance to an online portal, away from in-person acceptance, drastically reduces the scope of PCI Compliance.
- The ability to quickly access and manage their credit card payment funds makes reconciliations a breeze.

www.transactcampus.com