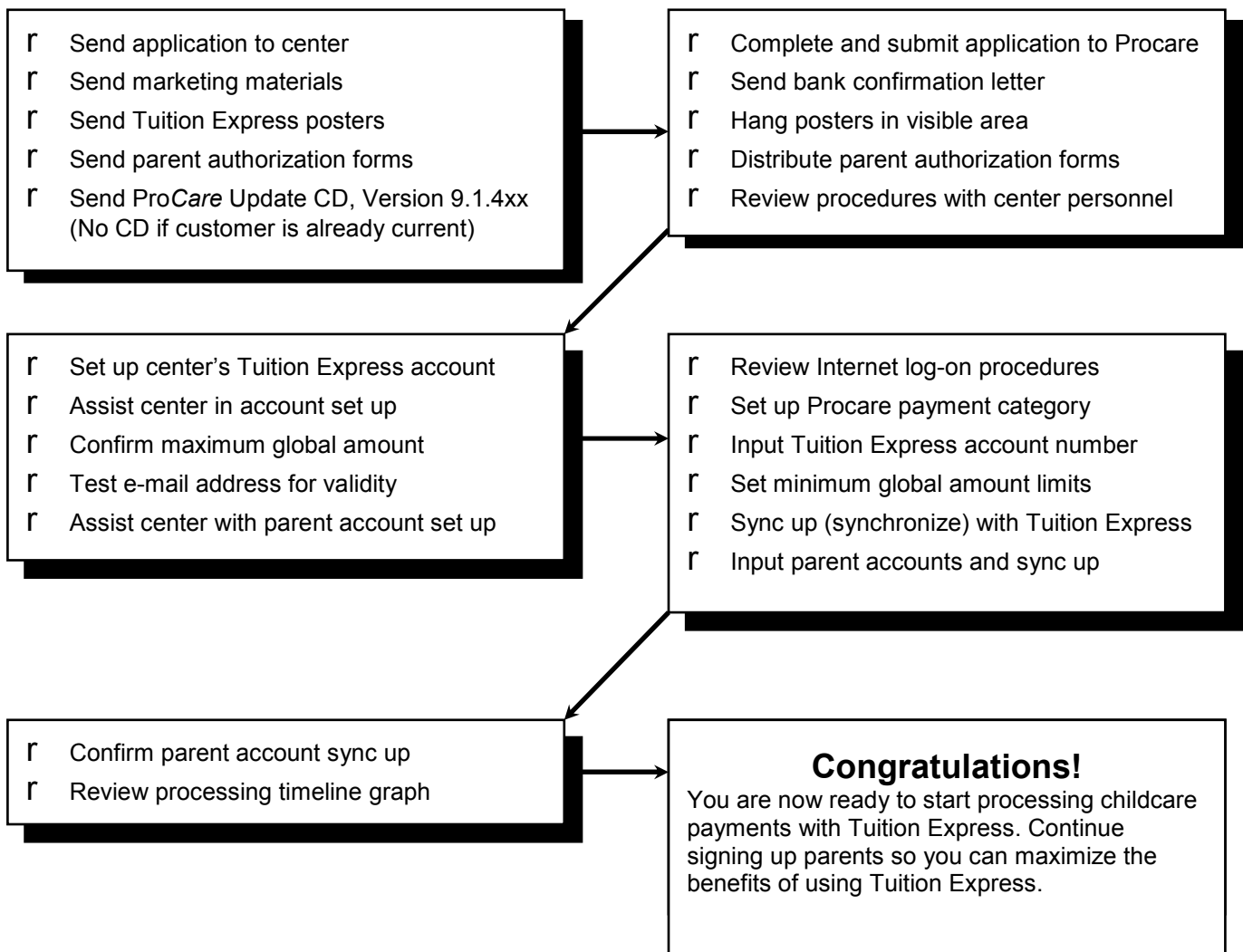


Welcome aboard the Tuition Express. Brad Olson is your Tuition Express Conductor. He will help you get the Tuition Express train rolling down the tracks to a safe, secure, simple and convenient way of collecting childcare payments. Here is a list of items that will need to be completed before you can leave the station...

Things We Do

Things You Do



Tuition Express

Tips for a Successful Implementation

Converting your billing and collection process to **Tuition Express** can yield enormous benefits for you and your organization, but only if you successfully transition your customers into using it. Here are some ideas that will help you maximize the benefits of your Tuition Express campaign.

Put Someone in Charge and Select a Start Date – Put one person in charge of implementation so you can stay organized while collecting applications. Set a start date to establish a deadline for everyone involved to do their part in a timely manner. Begin the process early so you'll have plenty of time to get everyone signed up.

Educate your staff and customers – Some people simply don't like the idea of electronic payments. They fear they may lose control of their finances. Educate your staff so they can properly respond to your sponsor's concerns. Remind your sponsors that they are probably already using this type of service to pay some of their bills. For example, most health clubs require an automatic payment from a bank account or credit card.

Set goals – To maximize the benefits of Tuition Express, your goal should be 100% of your sponsors using Tuition Express. Some businesses don't even offer their customers other payment options. Their unique service allows them to require automatic payments from customers. While you might not mandate Automatic Payments, you should communicate your *"preference to do business this way"* to your employees and customers. Government studies indicate about 33% of people will sign up on their own if you consistently offer the service. This increases to over 50% if you offer incentives. Selling Tuition Express with enthusiasm to *new* customers can gradually increase participation to near 100%.

Offer Incentives – Drawings for prizes, pricing discounts, additional or free services for a period of time, and even flexibility in customizing payment terms have all been successful in converting customers to Automatic Payments. You might make your next rate increase smaller for sponsors willing to enroll. Or, charge a fee for the extra work involved in processing payments made by check.

New Customers – The center's preferred method of payment was probably not a deciding factor when the new parent selected your childcare center. Therefore, you have a great opportunity to express your preference for Automatic Payment. Many businesses have commented that once they became familiar and comfortable with Automatic Payments, this is the only means of payment they accept from new customers.

Offer the service regularly – Businesses implementing Automatic Payment programs continually appeal to their customer's dislike of check writing and mailing bills with the message, *"Make this the last check you ever write to..."* Many utilities and cable companies insert a flyer asking their customers to switch to Automatic Payment with every bill. Tuition Express will assist your center in continuing to remind your sponsors to sign up for Automatic Payment.

What Not to Do – Surveys. Most customers won't respond to questionnaires – so at best, surveys point out customer indifference. The average U.S. household already pays 2.4 bills per month using Automatic Payment and are highly satisfied with the system. More and more consumers realize this means of payment is more secure, efficient, and reliable than writing a check. Automatic Payment avoids the wide spread sharing of information that occurs every time a personal check is written. If you consistently offer it, most of your customers will use it.