



Case Study

EasyPay Revolutionizes its Kiosk Payment Collection System With NMI



Introduction

EasyPay Network designs and manufactures self-serve kiosks for organizations like hospitals, charities, museums and local government. Based in Blackpool, U.K., EasyPay serves corporate and non-profit clients across the United Kingdom. Their client list includes the National Health Service (NHS) — the U.K.'s publicly-funded healthcare system — in addition to a variety of charities and government councils.

EasyPay's services allow its customers to manage resources and add value in a simple, convenient way.

The company provides its clients with reliable self-serve solutions, so end-users can order prescriptions, purchase ultrasound scans, donate to charities or pay utilities and taxes without needing to interact with an associate.

The Challenge

When looking for a new payment partner, EasyPay faced two core challenges: **flexibility and reliability.**

Flexibility

EasyPay's customers have unique payment and operational requirements, so it custom designs each client's kiosks to meet those needs. When looking for a payment provider, EasyPay needed a partner who could help them provide customers with two things:

- 1) The ability to integrate whichever payment acquirer offered the best rates and services for their needs at the time**
- 2) The ability to easily change acquirers as their businesses grow and evolve**

"Managing costs is a key factor for any business," said Ben Wileman, Founder and Managing Director of EasyPay Network. "Rates change and businesses grow, so you need the flexibility to be able to change your banking provider in order to secure better rates. If it isn't easy to switch payment providers, it means you're stuck, and that's not a good place to be."



The Problem:

EasyPay needed a way to provide B2B customers with self-serve kiosk payments that could scale and adapt alongside their businesses without friction or downtime.

The Solution:

With NMI, EasyPay's B2B customers can seamlessly integrate with all major U.K. acquirers and access best-in-industry support, ensuring maximum reliability and profitability.

"From a business perspective, our payment processing partner is key, and we chose NMI. We've worked with them for a number of years. They're easy to work with, reliable and we get great service from them. We've been really, really happy, and so have our customers."

Ben Wileman | EasyPay Director

Reliability

“For a business like ours, having access to great support is absolutely key,” said Wileman. “It not only benefits us, but it also drives customer satisfaction for our clients and their end users, as well.”

EasyPay needed to ensure their solutions were reliable, so customers could trust that their kiosks would always work properly, taking payments and generating

revenue for its customers. EasyPay’s custom-designed hardware and software were already tailored to each client and built to meet the challenge. All they needed was a payments partner who could offer maximum reliability and the effective, expert support necessary to guarantee smooth payments.

How NMI Helped

EasyPay chose NMI as their payments partner, putting the NMI Gateway at the heart of their payment systems. This has enabled their customers to accept payments quickly and easily, allowing end-users to order ultrasound scans, prescriptions or donate to charities seamlessly through EasyPay’s self-serve, touchscreen kiosks.

Because NMI has certified the specialized self-service payment devices with all major acquiring banks, this ensured EasyPay customers could use their existing bank for kiosk transactions. Alternatively they could change acquirer to get access to the best rates and payment services to meet their needs, regardless of their industry or how their businesses may grow or change over time. NMI also made it fast and simple for EasyPay to get new kiosks running on the payments network and to make changes whenever needed — streamlining the process of adding new kiosks.

“What our team liked the most about the integration with NMI was how simple and

straightforward it was. Whenever we want to add a new kiosk, we just contact NMI, usually with a quick email, and it always gets done straight away. And the logistics involved in changing payment acquirers are equally easy. With NMI, we can change payment processors on any kiosk remotely. There’s no need to go out to each site. That saves us time, money and headaches, and creates a more frictionless service for the customer,” Wileman said.

NMI’s industry-best support team enabled EasyPay to streamline everything from its initial integration to the pass-through service it provides to end customers. “The support we’ve received from NMI has been first-class every time,” said Wileman. “They’ve worked closely with us every step of the way, from the initial hand-holding through development and our ongoing growth. We’ve been really happy and, even more importantly, so have our customers. If somebody needs a new payments partner, I would absolutely recommend NMI.”

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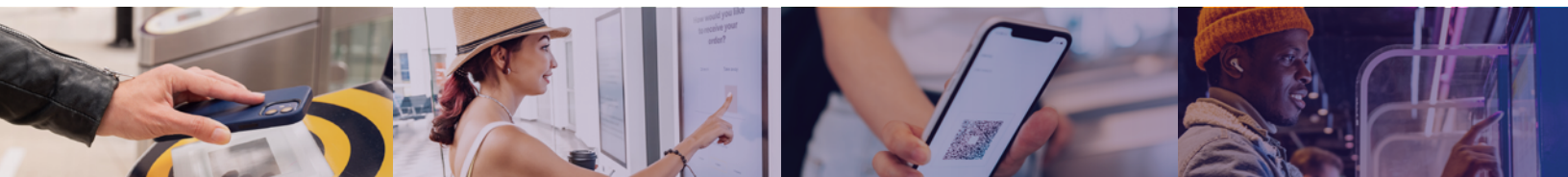
Seamless integration with all major U.K. acquirers



Fast and easy kiosk deployment



Exceptional reliability and support



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NMI is a global leader in embedded payments, powering more than \$200 billion in payment volumes every year.

From our industry-leading payment gateway technology to our seamless merchant acquiring, underwriting, onboarding and management platform, we enable our partners across the entire payments ecosystem. We help our partners

deliver frictionless payment solutions to their customers, offering modularity, flexibility and choice, wherever and however consumers want to pay — online, in-store, in-app, mobile and unattended. And we’re constantly innovating, empowering ISOs, software vendors and payment professionals as they embrace the future of fintech.