



Paying With Plastic - Shoppers Choose Wireless Credit Card Processing

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LIBERTY LAKE, WASHINGTON, USA, August 4, 2013 /EINPresswire.com/ -- Small Business Owners Embrace Mobile Credit Card Processing

A diverse array of small businesses find wireless credit card processing is the ideal payment transaction method for their venue: no matter the type of business. Home delivery companies, landscapers, home repair contractors, taxi and limousine drivers, massage therapists and dog walkers were some of the earliest small businesses to incorporate mobile credit card processing into their business. Even in a tight economy, mobile credit card processing gives small business owners the edge they need to “stay in the game”.

Market research shows the easier it is to buy something, the more likely it is that customers will make a purchase. Consumers demand options when it comes to paying for the products they purchase. Cash isn't always convenient. Many consumers habitually pay for purchases with a debit or credit card and often do not carry sufficient cash to pay for an impulse purchase. Credit cards are the most used payment method around the world for both brick and mortar business and online e-commerce businesses.

Wireless technology is advancing rapidly. Industry experts predict that soon we will make purchases with just the wave of our cell phones. Wise small business owners know once you have worked to get the customer, don't lose out because of outdated technology. Small business owners that fail to keep up with the latest methods of credit card processing are likely to lose sales.

Online payment options are available for all types of businesses, large and small. The small businessman can opt for a plan that allows for accepting credit cards online without a long contract or excessive terminal fee. Plans offered by the majority of providers accommodate any type of business and are scalable to expand as the business prospers.

When reviewing the best company to process their sales, merchants are presented with a diverse array of options. Previous players and a host of new contenders are entering the credit card processing market presenting a broad assortment of plans, fees, options, perks and innovative services. In the market place, increased competition is a good thing. As new financial service companies enter the mobile credit card processing market, marketing research studies indicate an increase in services and a reduction in fees.

At the forefront of Internet technology since its inception, Tej Kohli founded Grafix Software, a privately held company in 1990 to offer turnkey solutions to E-Commerce challenges. Headquartered in San Jose, Costa Rica, Grafix Software is known around the world for its diverse range of services including campaign management, search engine optimization, creative web design and more. Commenting on the rapidly developing technology of mobile money, Tej Kohli stated, “Developers of mobile telephony and payment applications are coming together to change the way that goods and

services are paid for. We've already seen huge successes in Kenya, South Africa and India with regard to these types of schemes. New collaborative approaches are being launched in established markets in the US that effectively turn phones into credit cards. This is real disruptive technology, changing the way that people think about established processes, and at the same time bringing a whole new group of customers and prospects into the market. The new ideas and demands that come with them will continue that process of disruption and change. What's more is that collaboration is going to be global. Countries that used to be referred to as emerging markets have now arrived. Other developing economies are taking their place. Old certainties about who leads the world in innovation are about to be shattered. No one can be sure where the next solution will come from, but developers in South Korea and Brazil are as likely to avail themselves of the opportunities as those in Silicon Valley. "

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