



# BluePay Announces New User Interface

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*Leading Payments Solutions Provider BluePay Creates New, Simplified User Interface to Improve Customer Experience.*

NAPERVILLE, IL, USA, March 7, 2014 /EINPresswire.com/ -- Leading payment processing company BluePay has just launched a brand-new user interface, designed to maximize usability and convenience for users. The new interface features Responsive Web Design, user-friendly features and a streamlined experience throughout.

"Usability is key. We wanted something that would be incredibly easy and self-explanatory," said Kristen Gramigna, Chief Marketing Officer at BluePay. "With the new interface, you feel like you're using an iPhone, it's so user-friendly. You don't need a reference guide; it all just makes sense."

The entire user interface has been updated and improved, right down to its style, format and overall aesthetic. Thanks to its responsive design and user-friendly focus, it is fully functional on any device, from a smartphone to a laptop to a desktop. This means merchants using the system on the go or in the office have access to the same simplified interface.

Updating its user interface is just one in a long line of BluePay updates aimed at giving merchants an improved payment-processing experience. For a diverse array of clients that includes small businesses, gas stations, nonprofits, restaurants, retail stores, B2B companies, credit unions and more, BluePay offers virtual terminals, POS systems, ACH payments, electronic billing and invoicing, credit card machines, tokenization, mobile processing, and other options aimed at simplifying the payments process. Whether a merchant needs to manage a startup e-commerce website or to process donations at its large nonprofit organization, BluePay provides the resources and tools to create safe, secure transactions.

"We're all about a better user experience, from beginning to end," Gramigna said. "That's why we promise high levels of security and service, and that's why we wanted a redesigned user interface. Anything we can do to benefit our customers, we're on board."

About BluePay: The leading provider of secure payment processing solutions, BluePay (<http://www.bluepay.com>) is a full-service, Tier 1 all-in-one credit card processing company committed to serving merchants in any industry. Based in Naperville, Ill., BluePay maintains offices and data centers throughout the United States and is committed to making both U.S. and Canadian credit card processing simple and fast. Merchants come to BluePay for its extensive

industry experience and comprehensive suite of credit card merchant processing services, the combination of which creates a complete system of credit card processing solutions, offered at competitive rates. Follow BluePay on Twitter (<http://twitter.com/BluePay>) for company and credit card processing industry updates.

Press release courtesy of Online PR Media: <http://bit.ly/1hUbtKC>

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