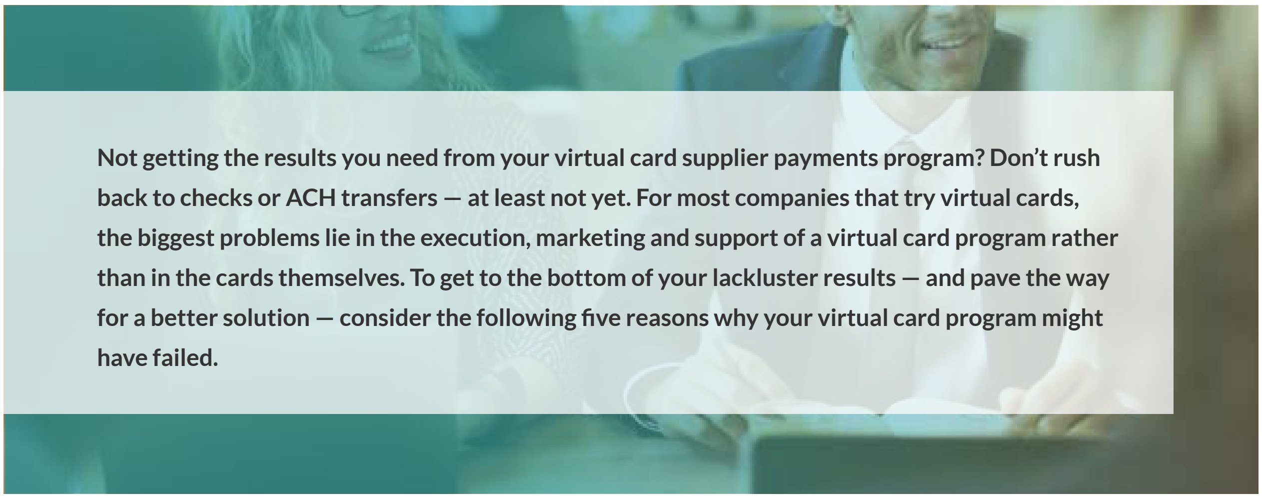
Top 5 Reasons Your Virtual Card Program Failed



Not getting the results you need from your virtual card supplier payments program? Don't rush back to checks or ACH transfers — at least not yet. For most companies that try virtual cards, the biggest problems lie in the execution, marketing and support of a virtual card program rather than in the cards themselves. To get to the bottom of your lackluster results — and pave the way for a better solution — consider the following five reasons why your virtual card program might have failed.

1 Outsourced Supplier Enrollment

If you partnered with a bank, chances are your supplier enrollment was outsourced to a third party — and not one focused on you and your vendors' best interests. These companies are paid according to call volume and enrollment stats, and their main goal is to run through your supplier list as quickly as they can. If your provider uses someone else to enroll your suppliers, then they are not 100% aligned with your goals. Instead of sharing in your success as you efficiently pay enrolled vendors, they meet their minimums and move on to the next customer.

2 Cookie-Cutter Marketing Campaigns

If your payment provider isn't handling enrollment in-house, it's a safe bet they're not customizing your campaigns, either. Rather than treating each supplier as a unique entity, they cast wide nets and aim for low-hanging fruit. With these tactics, it's no wonder why your enrollment rates are low, and why your top suppliers haven't signed up. A viable campaign will include messages tailored to different vendors based on volume, frequency, industry and a host of other factors. Ongoing outreach is also a must, given most industries' high supplier turnover rates.

3 No Proprietary Processing Platform

Is your payment provider an issuing processor? They should be! However, most banks contract with third parties to process your payments, who in turn contract with other vendors for their technology platforms. All issues should be resolved with a single phone call to your provider rather than waiting on third-parties that are only bound by a SLA. Virtual cards are supposed to streamline your payments process, but to do that, you need a provider who handles processing, technology and compliance in-house.

4 Lack of Program Support

From supplier enrollment to payment execution to program management, your virtual card program requires ongoing support. Unfortunately, far too many payment providers drop the ball once implementation is complete. A one-time enrollment process doesn't serve new or future suppliers, so continuous enrollment is key to sustaining the program's success. You adopted virtual cards so you could focus more on your main line of business, but if you have to address every hiccup yourself, the results won't be worth the time and effort.

5 Provider Priorities Don't Align

You want to reduce banking fees and accounts payable costs while driving revenue through rebates. Banks want to increase fees because that is how they make money, and with so many other lines of business, they have little incentive to ensure your program's success after they have sold it to you. To achieve your goals using virtual cards, you need a provider whose core competency is payment solutions — and who doesn't make money until you do. With EML as your payments provider, you can truly transform your AP department from a cost center to a revenue center.

The EML Virtual Card solution offers:

- Higher rebates
- Easy program implementation
- Customized supplier enrollment
- Online supplier portal
- 24/7 live support