

GETTING THE CASH FLOWING

Your three-step plan for
transitioning out of lockdown





**DISCOVER THE PAYMENT SOLUTIONS
THAT COULD HELP YOU REBUILD YOUR
BUSINESS AS THE UK TRANSITIONS
OUT OF LOCKDOWN**

TO COME OUT OF LOCKDOWN SAFELY AND EFFECTIVELY, YOU NEED A PLAN

On 10th May, the government revealed its “conditional plan*” for relaunching the UK economy following the COVID-19 lockdown, including:

- A phased reopening of non-essential retail, starting with open air markets and car showrooms on 1st June and the rest of retail on 15th June
- A phased reopening of selected hospitality businesses starting 4th July
- Ensuring workplaces follow guidance on becoming “COVID secure”
- Allowing people to spend more time outdoors
- Asking people to avoid public transportation, where possible

Your business will need to prepare for this next phase of the COVID response if it is to win customer trust and build back sales while keeping people safe.



This three-step plan could help you reopen safely while maximising cashflow by implementing the right payments solutions.

1 STEP ONE:

Develop a plan for exiting lockdown safely and effectively

2 STEP TWO:

Identify the opportunities for payments to support the success of your overall return to business plan

3 STEP THREE:

Understand specific payment solutions and how they can be incorporated into your business

STEP ONE: WHAT IS THE BEST WAY FOR MY BUSINESS TO TRANSITION OUT OF LOCKDOWN?

Putting a solid plan in place for exiting lockdown is essential. To help, we have pulled together a check list covering the key areas you will need to consider in your plan.

Simply complete the questionnaire and consider using the suggested actions to help guide the creation of a plan that works for your business.

Which of the following ways does your business sell to customers? Tick all that apply.

At my physical premises

Phone orders and delivery

Phone orders and collection

Online orders and delivery

Online orders and collection

Having alternative means of selling and reaching customers can help your business maximise sales. If you have left any boxes unticked, it could be worth exploring changes you could make to offers or operations. For example, some pizza restaurants have started selling pizza making kits online to cover the shortfall in restaurant traffic.

If you rely on your physical premises to sell your products or services, when is the earliest date you may be able to reopen (according to current Government advice)?*

Essential retail – now

Non-essential retail – phased reopening beginning 1st June for open air markets and car showrooms, and the rest of retail on 15th June

Hospitality – phased reopening beginning 4th July

Working backwards from the date you expect to reopen will enable you to build out a daily plan of crucial activities. When doing this, make sure you focus on the things that might have the longest lead time, such as getting hold of personal protective equipment (PPE).

How many of the following measures are you able to put in place to keep your customers and staff safe and maintain social distancing? Tick all that apply.

Controlling the number of people who can safely enter your premises at any one time

Providing a plastic screen at the till

Having clear signage and floor markings to drive social distancing

Taking contactless payments

Providing PPE for people working on your premises

Able to deep clean between customer visits

Closing changing areas/toilets

Enabling customers to book appointments in advance

This is not an exhaustive list of the possible actions you could take. For the most up to date advice, visit the [Government's website](#).

In the early stages of planning to reopen your business, you might also want to consider:

What level of sales are you forecasting? It might take some time for demand to pick up. Your sales might also be limited by the reduced volume of people who can buy from you safely during any one day

Be clear on the costs of reopening your premises and any extra costs associated with bringing staff back from furlough

Look at ways to encourage sales, such as discounts or incentives

Try and avoid tying up cash in old stock. Look into your funding options including the Bounce Back and CBILS schemes.*

Can you better use technology to help deliver a safe, more-efficient customer experience?

Does your business have a point of sale system (POS)?

Are your payments and POS integrated?

Are you having to do manual reconciliations or rekeying of amounts into your PED?

Are you making the most of payments data to understand how you can improve authorisations and reduce charge backs?

Putting technology and integrated payments at the heart of your business could deliver a better customer experience, reduce errors and improve inventory management.

How will you convince customers that your business/premises are safe?

Consider if you could introduce the following measures:

Details on your website as to your plans; (e.g. queuing, one-way systems etc.)

Signage in your premise windows

Training of staff

Ask customers to handle and bag their own shopping

Keep your customers informed via social media

How will you deliver a compelling customer experience while keeping them safe?

You may want to consider the following:

Uploading videos of your products and services online, allowing the customer to browse without the need to be in store

Shifting your marketing focus to provide reassurance along with online and in-store offers

Keep your customers informed via social media

Comments:

Once you have mapped out what your broader reopening plan may look like, you can now explore which payment solutions can help.

* Government advice is subject to change, please visit <https://www.gov.uk/coronavirus> to keep up to date with the latest guidance.

WE'RE HERE TO SUPPORT YOU

As part of your recovery plan, you may be ready to begin your next steps, including implementing some of the measures we've already highlighted.

If you're a retail business, you might want to help drive sales by encouraging people back in store, or perhaps by boosting your online presence. If you're in the holiday sector, you could be looking to put your efforts into promoting and selling UK-based breaks later in the summer.

Whatever your wider plan, we're here to provide smarter payments solutions and support your need for continued business growth post-lockdown.

Worldpay remains dedicated to helping small and medium-sized businesses as they generate much needed sales and cashflow.



KICKSTART YOUR RECOVERY WITH SMARTER PAYMENTS



PREPARE YOUR PHYSICAL PREMISES

- Enhance card terminal sanitisation
- Accept contactless payments



TAKE PAYMENTS REMOTELY

- Use Virtual Terminal and/or Pay by Link
- Use Payment Gateway for online payments



ENCOURAGE ECOMMERCE SALES

- Get your products online – and let your customers know
- Make sure you stay PCI (Payment Card Industry) compliant when using remote payment solutions

STEP TWO: HOW PAYMENTS CAN SUPPORT YOUR PLAN FOR REOPENING

Now that you've gained a clearer picture of your broader reopening plan, use this section to find the payments solutions that could help get your cash flowing as quickly as possible.

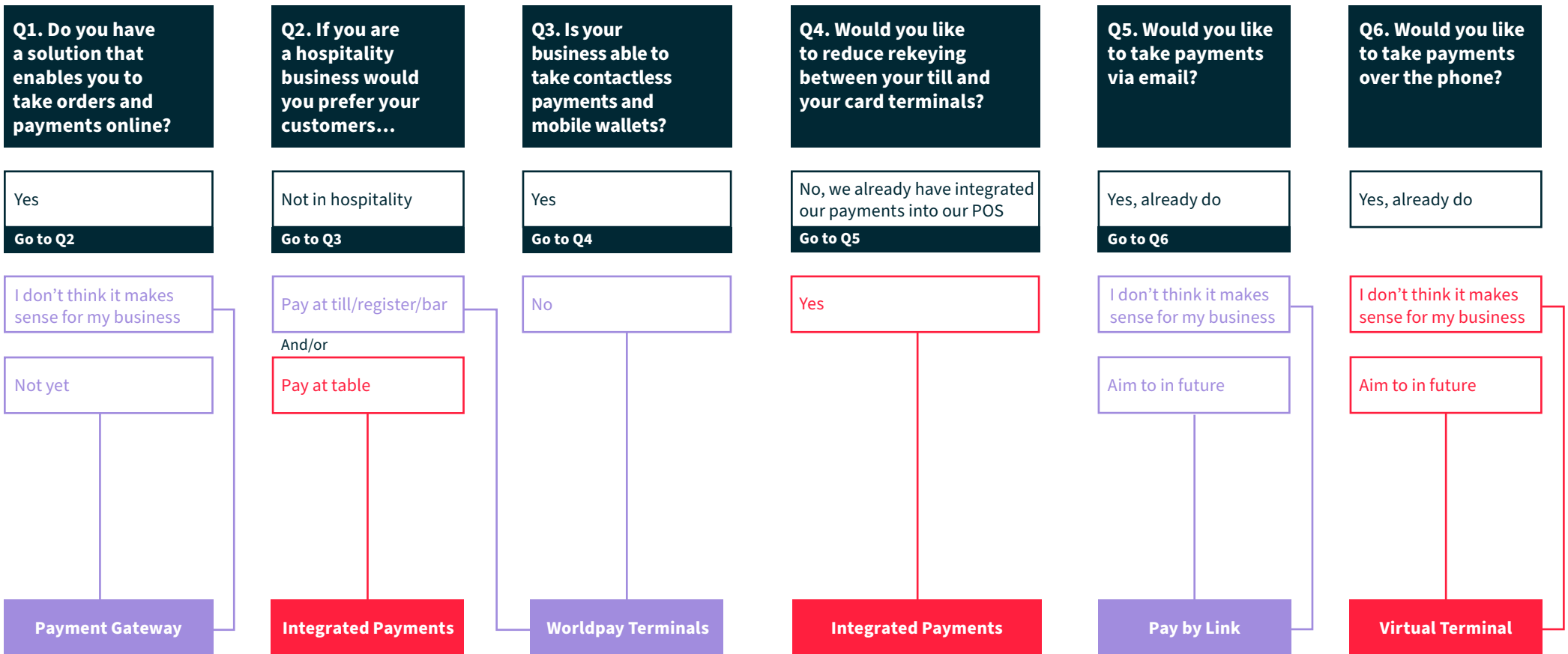
How to use this section of the planner

Simply follow the decision tree to identify the payments solutions that might be right for your business. You can then find out more details about these solutions and how to implement them in your business in the following section.



WHICH WORLDPAY SOLUTION COULD BE RIGHT FOR YOUR BUSINESS?

START HERE:



STEP THREE: SMARTER PAYMENTS FOR THE FUTURE OF COMMERCE

The following section provides the main features of the Worldpay solutions that might be right for your business, as well as detailing how these can be implemented into your business.



PAYMENTS GATEWAY

These days everyone expects to be able to pay online. With home-bound consumers now relying on the internet to do their day-to-day shopping, taking payments on your website is one of the best ways to help you find new customers and keep the cash flowing.

Our online payment gateway lets you take secure payments through your website. It has everything you need to take credit and debit card payments online simply and securely. You can let your customers pay easily and conveniently and help your business grow.

- 24-hour customer service lines
- Integrates with over 100 shopping carts, content management systems, software and website partners

Could be ideal for:

Any small or medium-sized business looking to sell products and services online

STEP THREE: SMARTER PAYMENTS FOR THE FUTURE OF COMMERCE



PAY BY LINK

Use our Pay by Link facility to create unique payment links sent directly to your customers via email.

You can include links on emailed quotes, invoices and booking confirmations to encourage your customers to pay straight away and to help improve cash flow. You can also take bookings or orders and let your customer pay in a way that suits them. Just email them.

- Customisable payment pages and emails
- Use your own logo and branding
- Unique payment links
- Easier PCI DSS (Payment Card Industry Data Security Standard) compliance
- Take international payments
- Quick and easy reporting

Could be ideal for:

Smaller businesses with a loyal customer base, particularly tradesmen, builders, household or personal service providers



VIRTUAL TERMINAL

If you're managing a website, taking orders from your home office or want to keep customers away from physical terminals to help prevent the spread of COVID-19, you could accept payments over the phone with our easy-to-use Virtual Terminal.

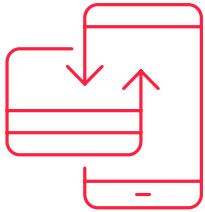
It's quick, easy and secure. If you have an internet connection and a web browser, you're all set.

- Log-in anywhere there is a secure connection
- No technical set-up required
- Quick and easy reporting
- User-friendly interface
- Have multiple users on one account
- Optional risk management service

Could be ideal for:

Cafes, restaurants and take-aways, as well as businesses like florists, bookstores and any other business taking orders over the phone

STEP THREE: SMARTER PAYMENTS FOR THE FUTURE OF COMMERCE



INTEGRATED PAYMENTS

Integrated Payments allows you to connect your payment processing function with other vital business software systems, such as accounting, payroll and customer relationship management systems.

This enables payments to be made without the manual activation or confirmation of a cashier, allowing you to take full advantage of your EPOS system, provide a smoother customer experience, lower error rates and spend less time reconciling receipts.

Could be ideal for:

Businesses in all sectors looking to increase productivity and provide a better customer experience



WORLDPAY TERMINALS

Contactless card payments provide a secure and fast way for customers to pay when they visit your store. This facility has become even more crucial since pandemic control measures were put in place, as touch-free ways of paying could reduce the risk of transmission.

There are a number of terminals available to suit any kind of business or way of paying:

- Countertop card machines
- Portable card machines
- Mobile card machines
- Mobile card readers

Use Worldpay Dashboard to manage your card payments effectively and understand your incomings, all from one place

TOWARD SAFE BUSINESS RECOVERY

As we enter the next stage of our collective response to COVID-19, it is vital that we work together to find new ways of doing business that reduce the risk of transmission, while still allowing for the flow of cash to help keep small and medium-sized businesses afloat.

According to the Government's recovery strategy (published 11th May 2020)*, existing social restrictions will be replaced with "smarter" measures, introduced over the coming weeks and months.

While this means that some businesses will be able to reopen, they must do so being aware that they could be forced to quickly adapt to further developments.

Worldpay can help you with payment solutions as you navigate this gradual recovery and return to business as normal – or, at least, as close to normal as possible.

If you would like to learn more about the payment solutions discussed in this guide or would like further guidance or support, get in touch.

0800 051 0868

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