

10 ways to kickstart digital payments with Zego

Digital payments mean your company gets paid faster and your associates can spend less time on administrative tasks. Here are some best practices to increase the number of online payments you receive with Zego.

1 Associate training
Educate your staff about the benefits of online payments and train them on the new tool. Use your Zego Community Support Center for training documents, webinars and resources. Be sure that training is part of the onboarding process for new hires as well.



2 Contests
Run a contest to motivate associates to promote online payments to residents. Award a prize to any staff member who receives the highest percentage of digital payments during a certain timeframe.

3 Launch marketing
Let residents know about the great new benefit you're now offering! Send them an email to familiarize them with Zego, share their flexible payment options and highlight benefits such as credit reporting (if offered.) Your Zego Project Manager will provide customizable material to assist!

4 Website visibility
Visibly promote "Pay Online" buttons above the fold on your website to increase awareness and optimize for viewing on various devices.

5 Email and text reminders
Ensure you have complete and accurate email and text details for residents in your management software. Send notifications a few days before payments are due reminding them they can pay online. Zego offers various automated options to assist. We have found this to be the most successful and cost effective way to increase utilization.



6 Fees vs free
Offer at least one free online payment option to residents by incurring the transaction fees. Residents are far more inclined to use a service they don't have to pay for. Plus, incurring the fee costs less than processing a paper payment!

7 Move-in
Inform residents of their payment options early on! Include information about Zego in any new resident communication and encourage AutoPay enrollment right away.

8 Cash is king
Give residents an incentive to sign up for recurring payments. This simplifies life for them and increases online on-time payments for you. Anything from a gas card to a \$15 Starbucks card are good motivators.

9 Meet them where they're at
Got a property filled with Millennials and Gen Z'ers? Be sure to promote the Zego mobile app! Properties filled with seniors? Make sure that you offer point of payment locations for residents - whether that's a full business center or a simple iPad in the office.

10 Share success
Use your Zego Insights dashboard and reports to share online payment utilization success metrics with your property teams. It's easy to do and exciting to see how your ongoing efforts are paying off!



Contact your Zego team for assistance with maximizing digital payments.

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