



# ENERGIZE YOUR REVENUE OPPORTUNITIES WITH PAYMENT CARDS

INCREASE CUSTOMER SATISFACTION and improve your bottom line when you expand your payment options by accepting payment cards! Studies have shown customers prefer electronic payments\*, and when you see how much money you can save through card acceptance, you will too. Let Priority Payment Systems and MasterCard® show you the benefits.

\* MasterCard Recurring Payments 2005–  
Consumer Awareness, Behavior & Attitude Research



## WHAT CAN PAYMENT CARDS DO FOR YOUR UTILITY COMPANY?

- Improve customer service
- Increase customer satisfaction
- Lower your overhead for processing payments
- Free office staff for other tasks
- Improve days of sales outstanding (DSOs)
- Reduce late payments
- Reduce fraud (No more returned checks)



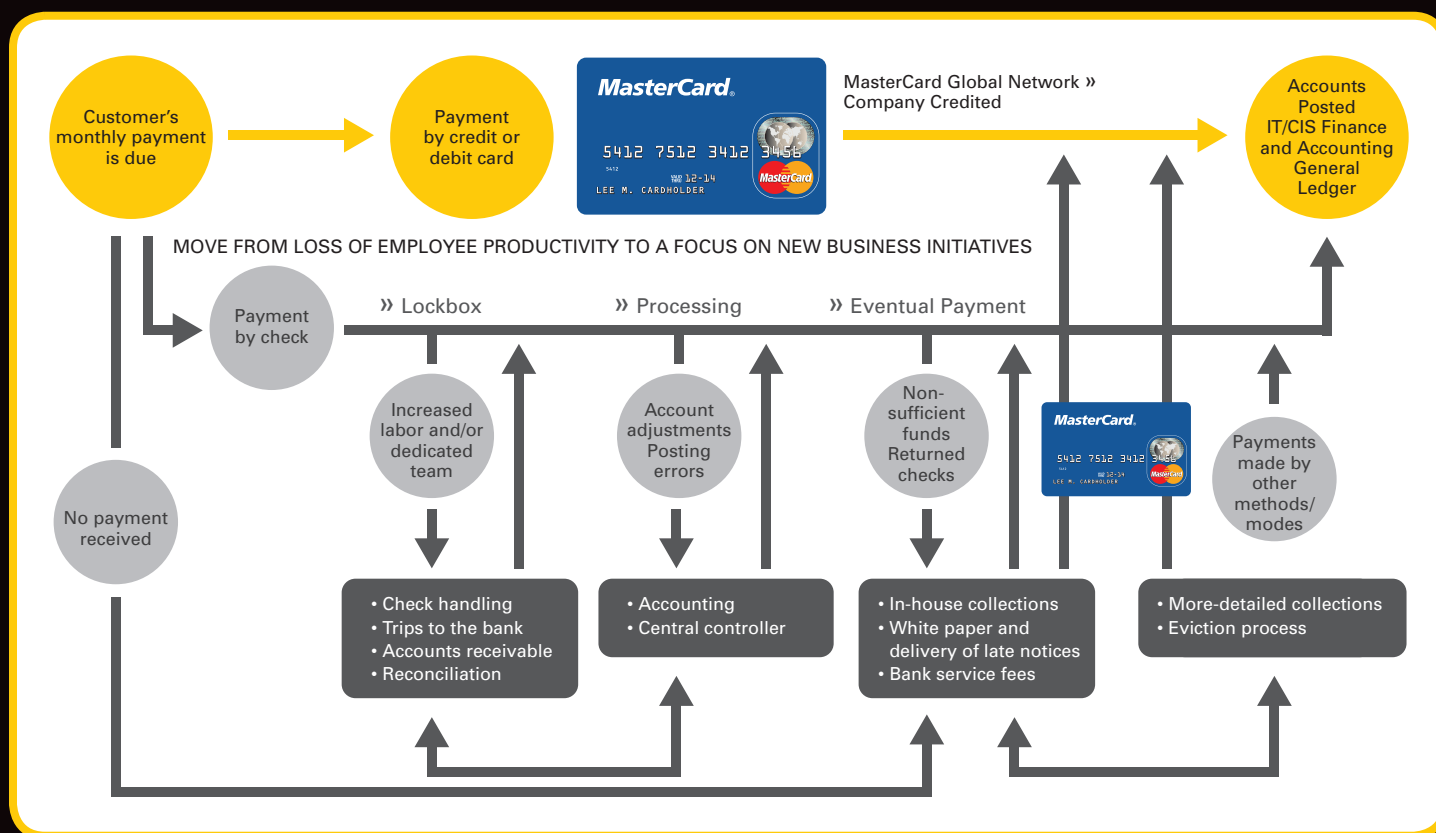


PAYMENT CARDS ARE MORE CONVENIENT for you and your customers. Offering payment via card is the fastest way to close a sale at the beginning of your contract and to reconcile ending balances when it's done.

With payment processing from Priority, your customers' card payments are guaranteed, secure and posted almost immediately, helping your cash flow and lowering your DSOs. Payment cards are faster and cost less to process than checks. Plus, there's less opportunity for error.

Priority has an MX™ Plan to fit your utility. MX Point of Sale lets you process payments on site on your iPhone, iPad or iPod Touch. It's easy to set up recurring payments, saving your customers late fees and you the hassle. Your customers will love the convenience, and you'll love the improvement in your bottom line!

**Let Priority and MasterCard® show you how easy and affordable it is to accept cards. Talk with your Priority representative today!**



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