

# Invoice Payment

You're welcome

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for scheduling a 2 hour meeting at 4pm on Friday

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(Sorry)

# Why are you here?

- To provide feedback on the proposed scope for Invoice Payment (and the underlying research, analysis, methods etc.).
- This is just discussion about scoping, **not** a green-light for this project.

## Agenda

1. Research
2. Goals and Approach
3. Conceptual Wireframes

# Sources

## 1. Support Interviews

## 2. Customer Interviews

- Interviewed 13 customers across different (though sometimes overlapping) payment segments
  - Mix of online & offline payment
  - Large balance invoices
  - Heavy check users
  - ACH Users (Authorize.net, PayPal B2B)

## 3. Competitive Research

# Finding Overview

Research and analysis yielded 8 major problems, learnings, and opportunities

1. The customer is always right
2. The client market
3. What the hell is online payment?
4. It's not [for] me it's [for] you
5. F#@\$\*% Fees
6. Setup is Hell
7. Payment 101
8. Mobile

Problem, Learning, Opportunity:

The customer is  
always right



# The customer is always right

- In general, using online payment is a binary decision for account owners: enable it on every invoice or none
- Enabling online payment on an invoice does not mean the client will *actually* pay this way; how a client pays is entirely their prerogative
- After all, our customer's clients can't choose how they receive their invoices; but they can choose how to pay them.

# The customer is always right

System id	Percent of online payment
66318	3.67%
143790	12.46%
52032	67.33%
137703	72.56%
37733	55.21%
206575	9.11%
33681	64.09%
2749	22.09%
188478	56.97%
270646	12.67%
288470	19.15%
455004	3.33%
327385	0.18%
135672	22.84%
125954	23.43%
222168	4.56%
272671	22.86%
506962	4.80%
298726	0.24%
197043	14.44%
161588	0.82%
265071	32.96%
507973	25.00%

← Variance is high because  
clients determine the  
adoption of online  
payment, not the admin

# Verbatims

## Customer's Prerogative

- “[My customers] just ignore [online payment]”
- “We give people the option for everyone invoice”.
- “We always give them the option of online payment. [It's] Up to them.”
- “The only way [to stop checks] would be to tell our customers that we no longer accept [them]. I've even considered that.”
- “They always get the choice... it's however they want to pay”
- “It's the decision of the clients. Wasn't any communication on our part.”

# Key Takeaway

*In some ways, we're actually building two complementary products: one for our customers, and the other for their clients. The challenge will be getting both parties to adopt the product.*

*Can we redefine the experience so that only one party consent is required?*

Problem, Learning, Opportunity:

# The client market

# The client market

- We've established that we're building two complementary products, one for our customers and one for our clients
- On the admin side, we know our market very well:

	FreshBooks Customer
General Description	Small Service provider - i.e a web developer
Total Transaction Volume	Low (\$100K a year)
Average Transaction Size	High (\$2K)
Number of Transactions	Low (50 a year)
Recurring	Yes
etc,	

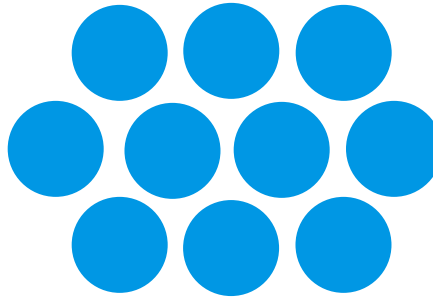
- But what about the clients? What's our target market?

# The client market

- Truthfully, we have little choice here since our customers naturally determine their own clients (or vice versa).
- Still, the potential client market is worth a closer look

# The client market

~90K Active  
FreshBooks customers

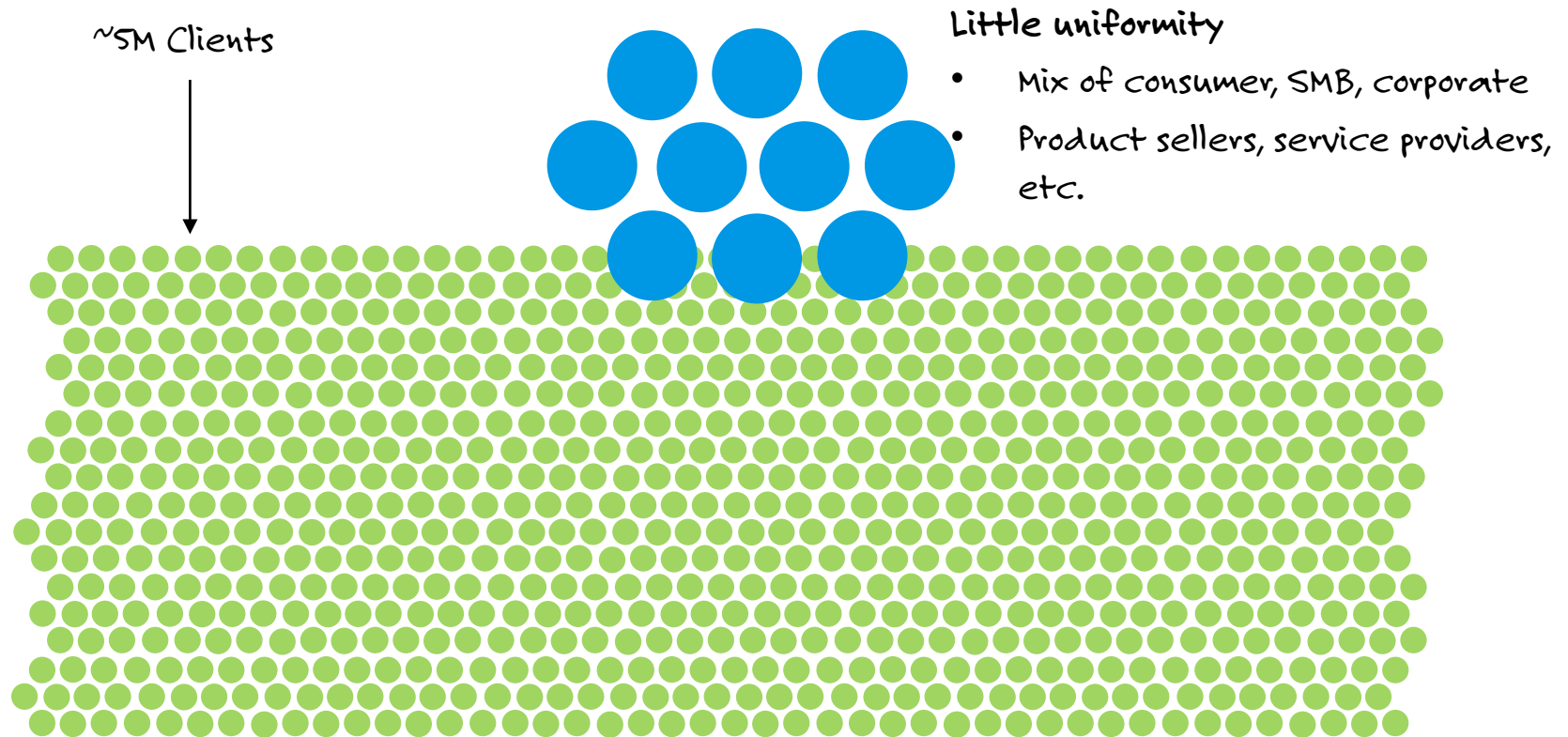


Lots of uniformity...

- Small Service providers
- High average transaction size
- etc.



# The client market



# The client market

- Designing a product for a market with such little uniformity is a challenge
    - Can we eliminate any segments in this market?
1. Corporate clients
  2. Small business clients
  3. Consumer clients

# The client market

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- Can we eliminate any segments in this market?

1. ~~Corporate clients~~

2. Small business clients

3. Consumer clients



Rigid AR departments with  
no flexibility regarding  
payment method

# The client market

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  - Can we eliminate any segments in this market?

1. ~~Corporate clients~~

2. Small business clients

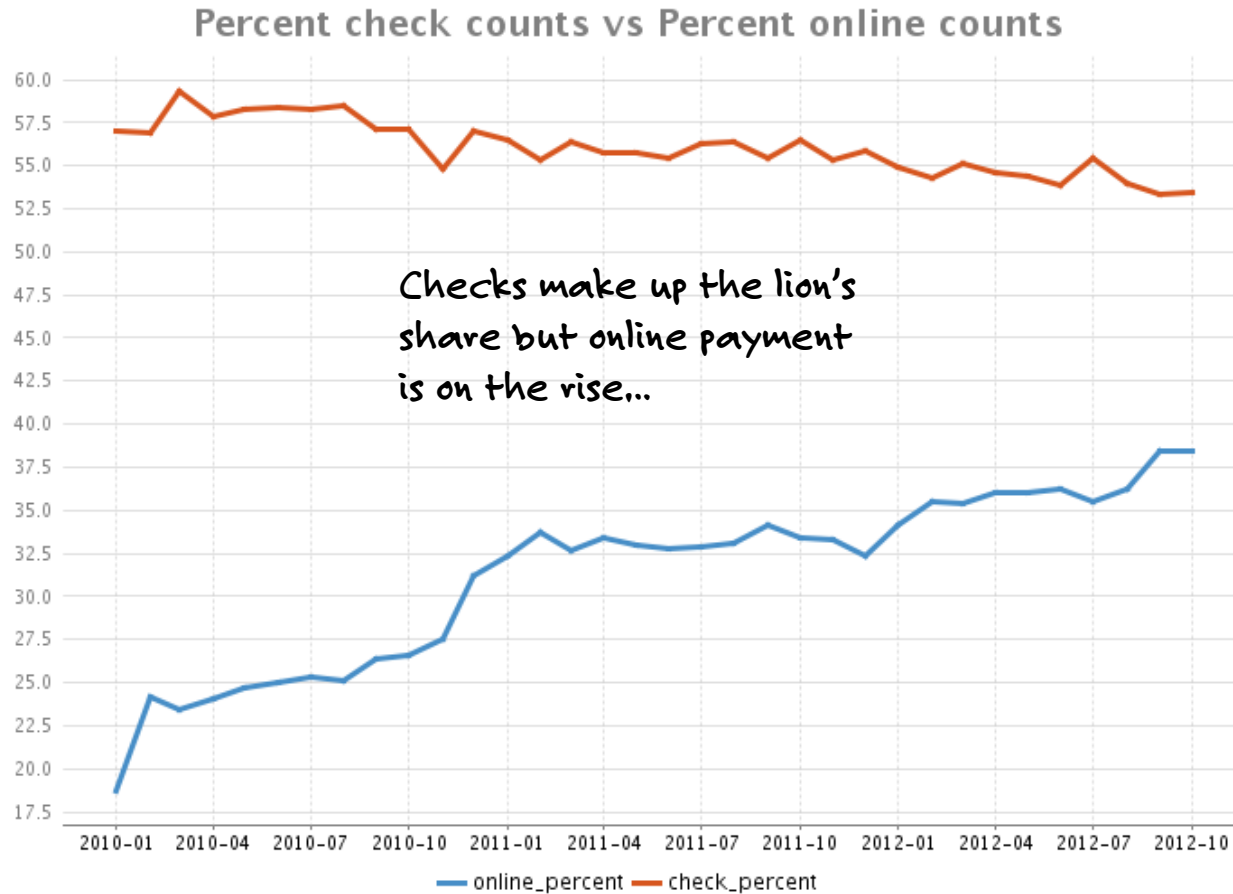
3. Consumer clients



Clients who currently pay:

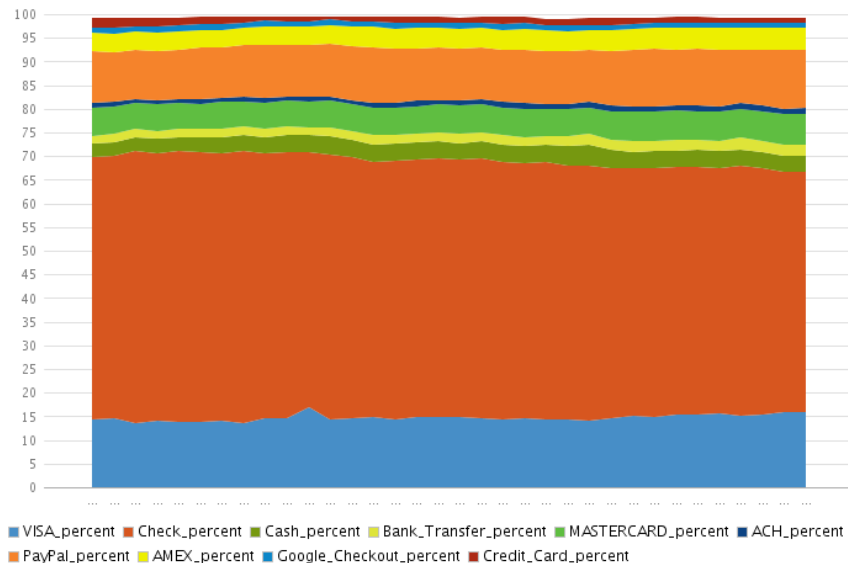
- By check
- Online (CC, ACH)
- Some other way

# The client market

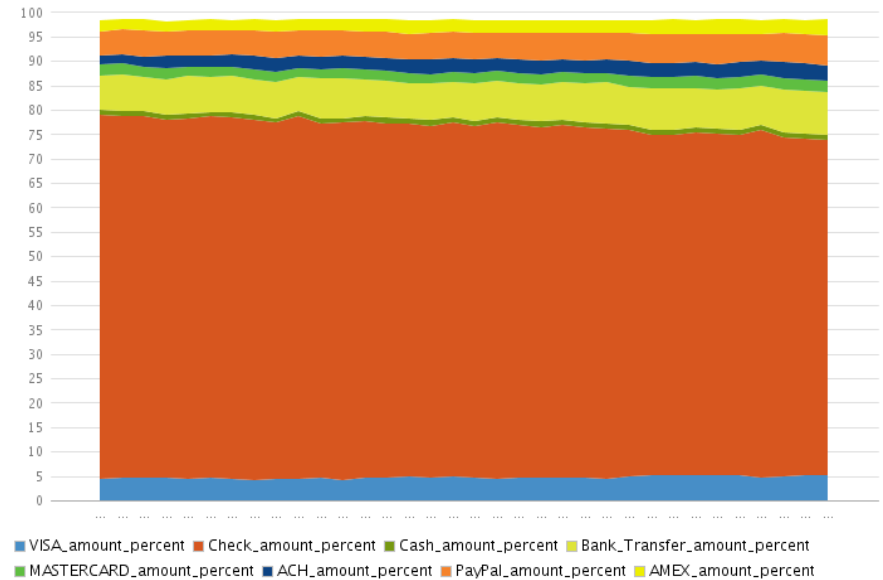


# The client market

Payment Method by percent of number of transactions



Payment type by percent transaction amount



Online market share is heavily segmented across different Gateways, credit cards, etc. Each segment implies client familiarity, brand loyalty and trust, etc.

Checks users, however, are obviously one big homogenous group.

# Check 21 Act – Opportunity?

- The ‘Check Clearing for the 21<sup>st</sup> Century Act’ allows the recipient of the original paper check to create a digital version of the original check, which is the **legal equivalence** of the original paper check

# Key Takeaway

*Our single biggest opportunity is clients who pay by check right now.*

*How do we build an experience optimized for them or that builds on their existing behaviors?*

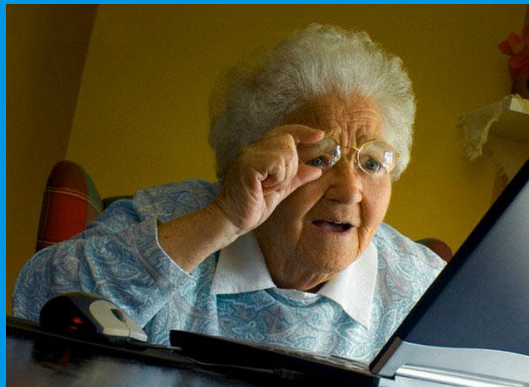


Problem, Learning, Opportunity:

What the hell is online  
payment?

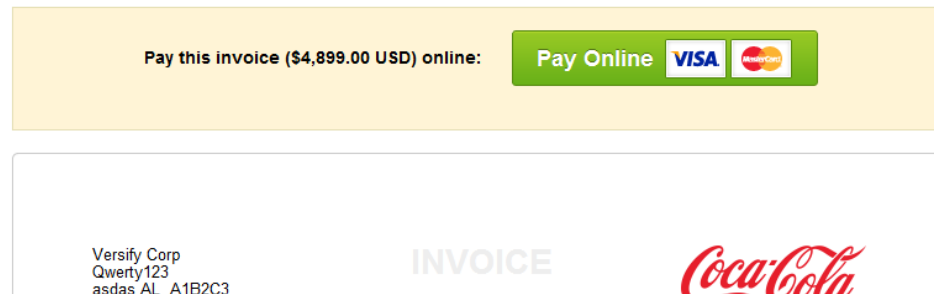
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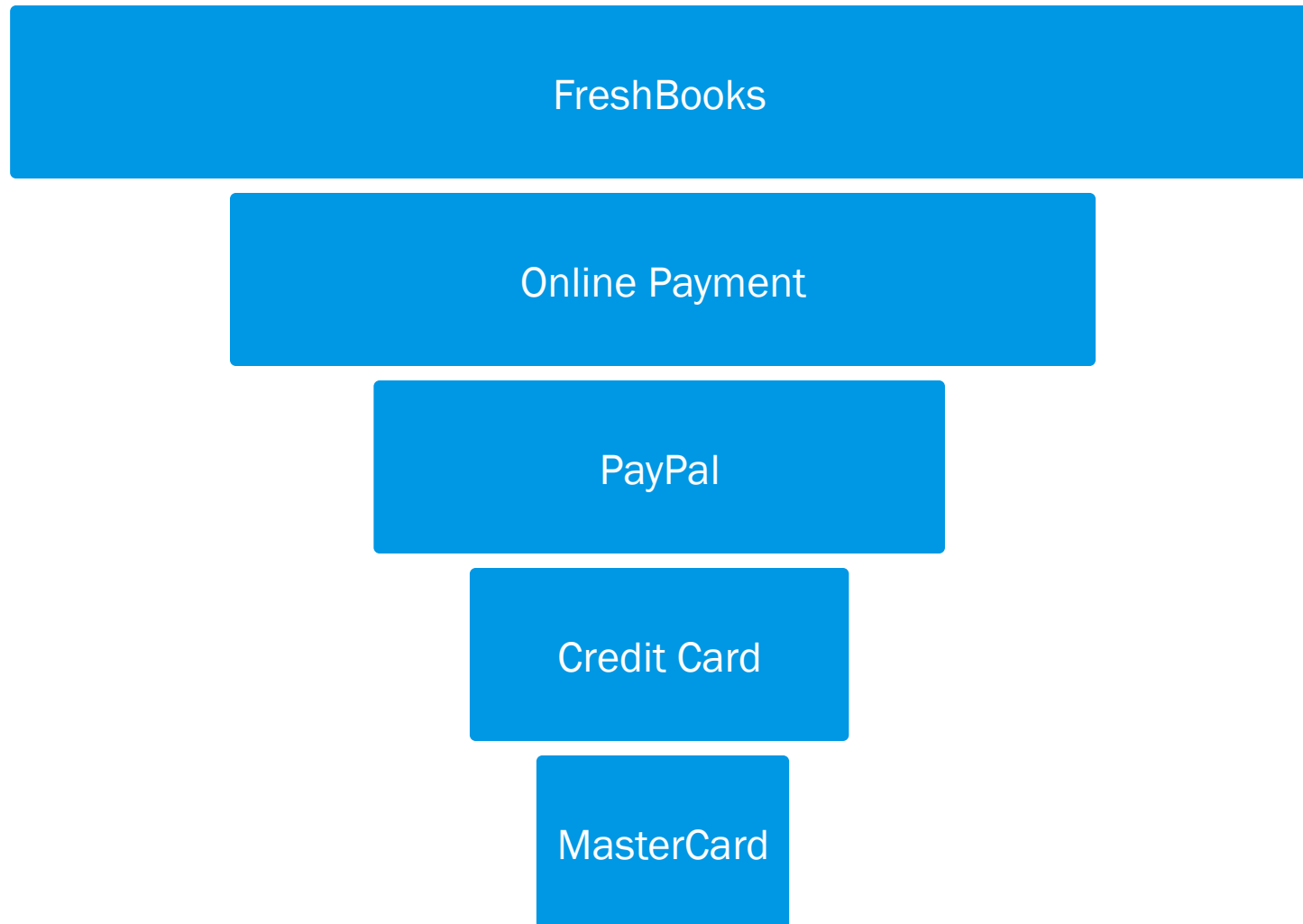
# What the hell is online payment?

- Our customers and their clients do not have a clear mental model or understanding of 'online payment'
- This is particularly challenging for clients who are first confronted with the concept when they receive the invoice

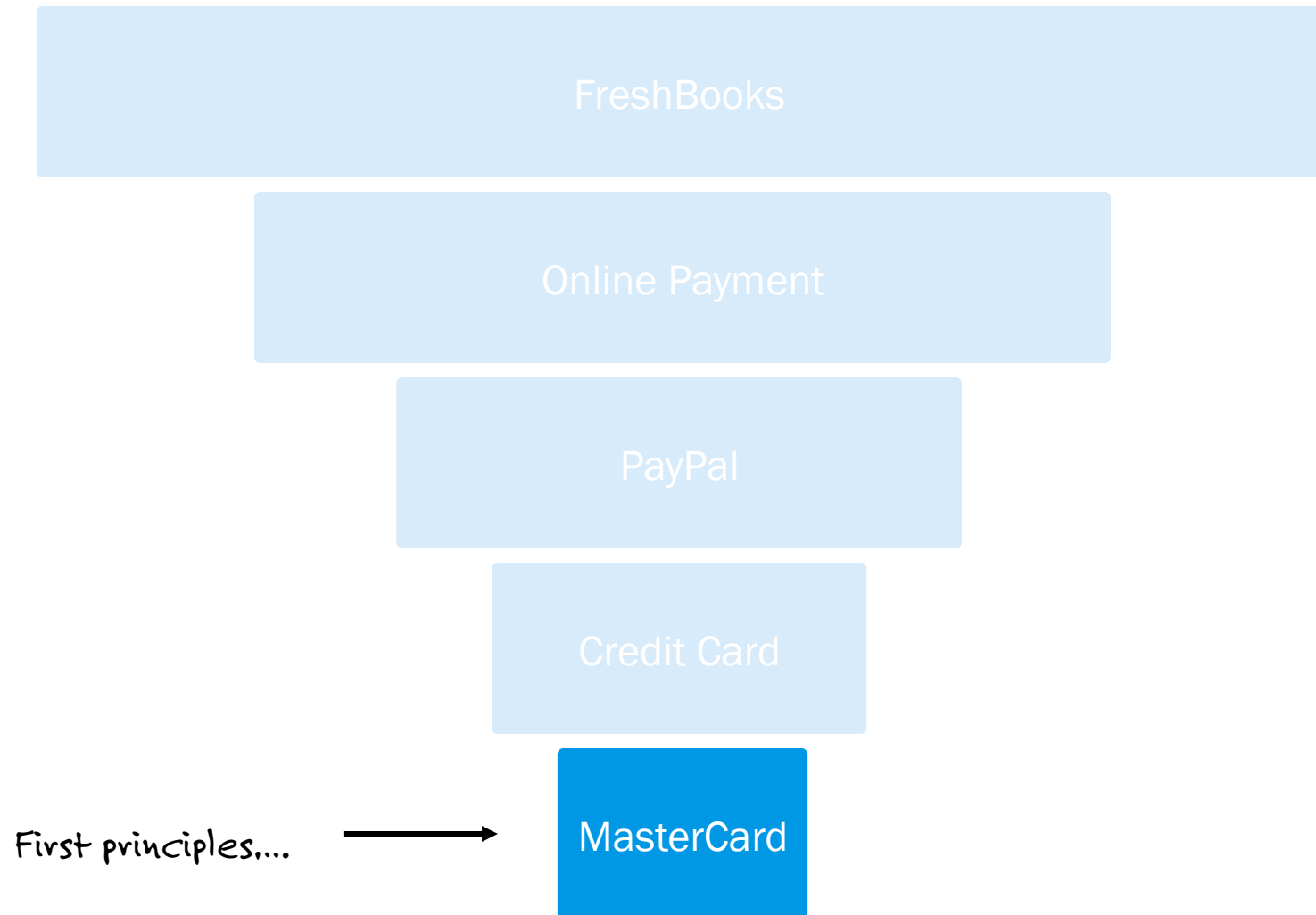


- Poor understanding is compounded by:
  - a lack of trust
  - an assumption of complexity (e.g. "I probably need a PayPal account")
  - and ultimately an unwillingness to accept it

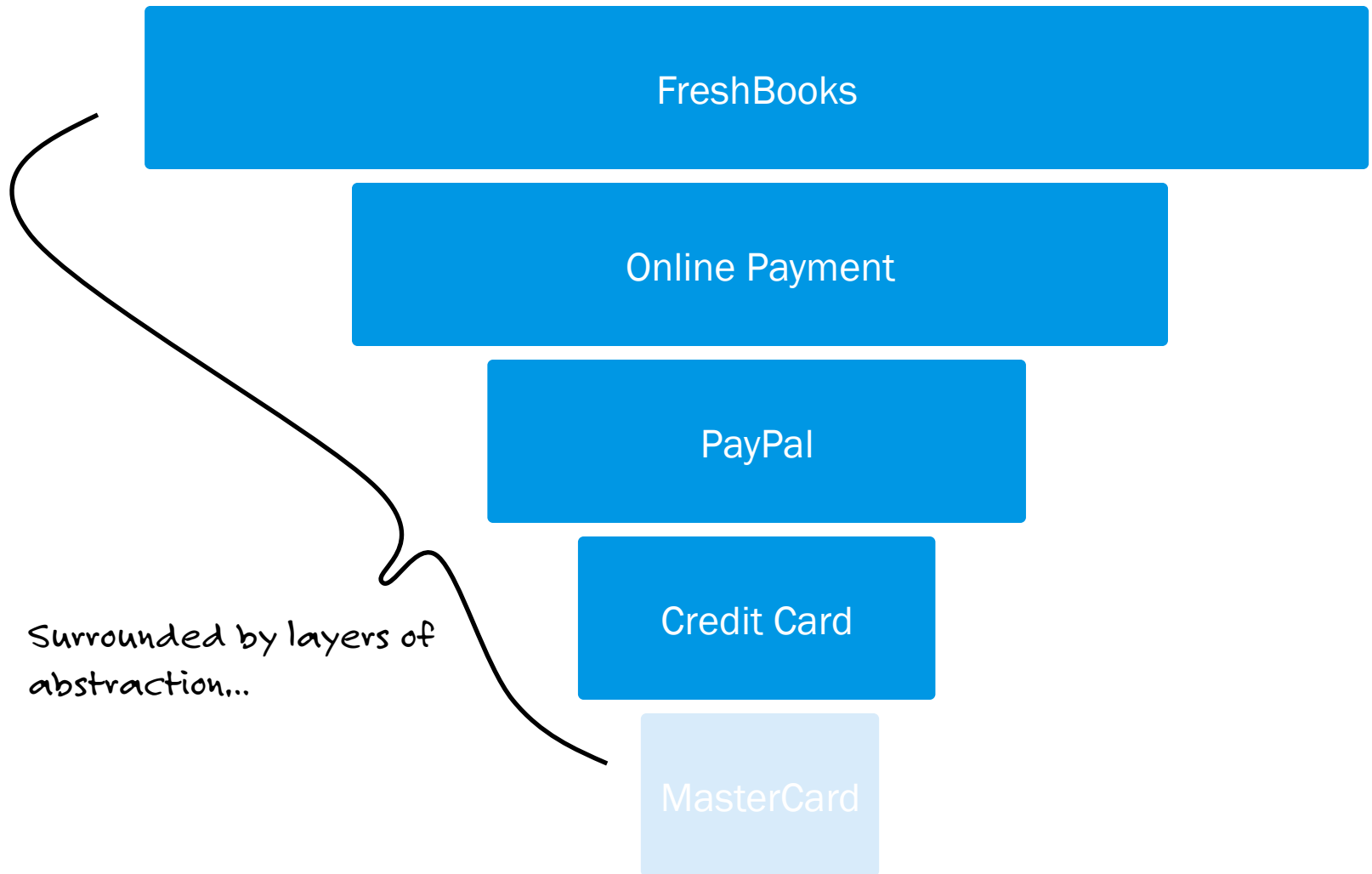
# How deep the rabbit hole goes...



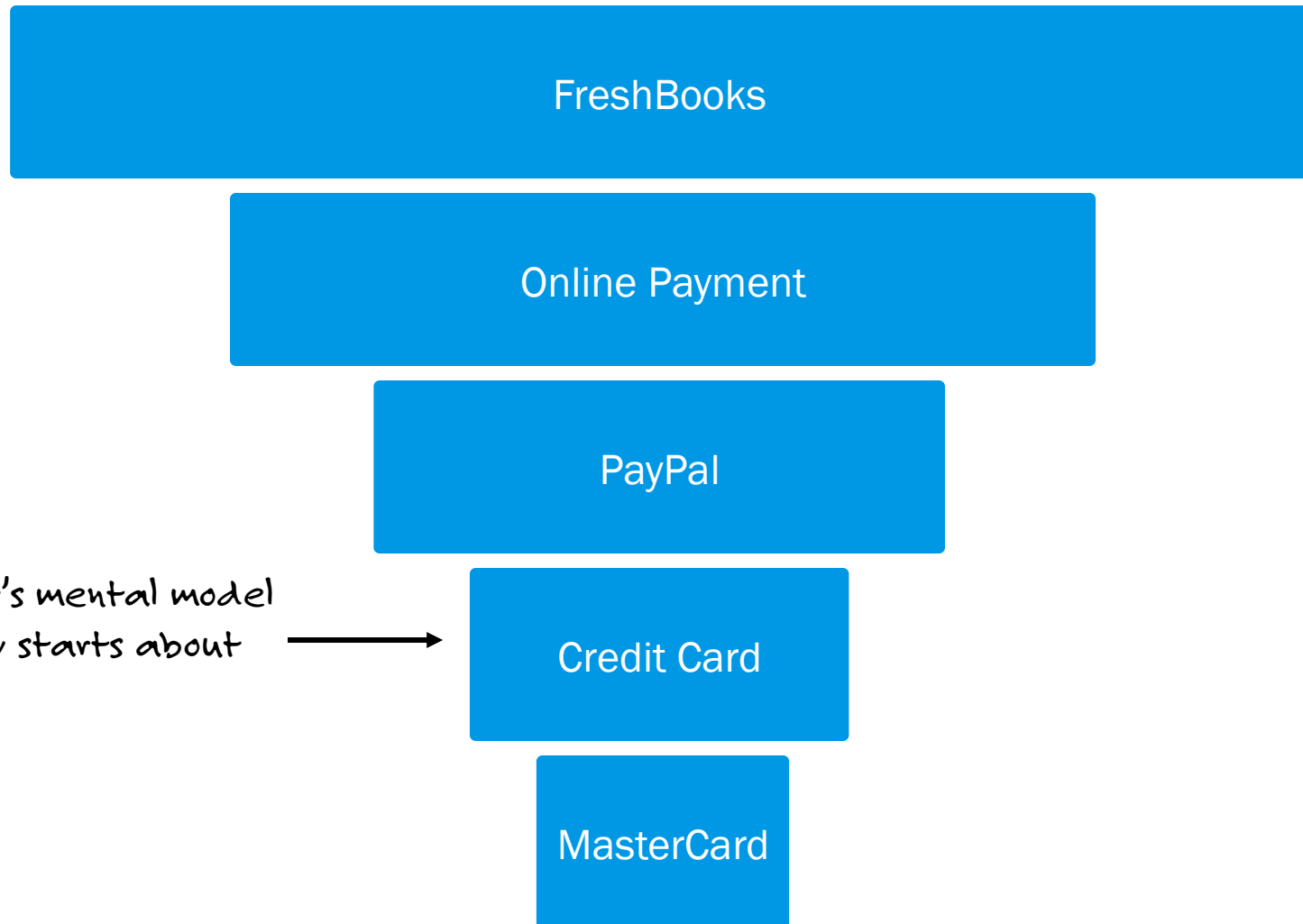
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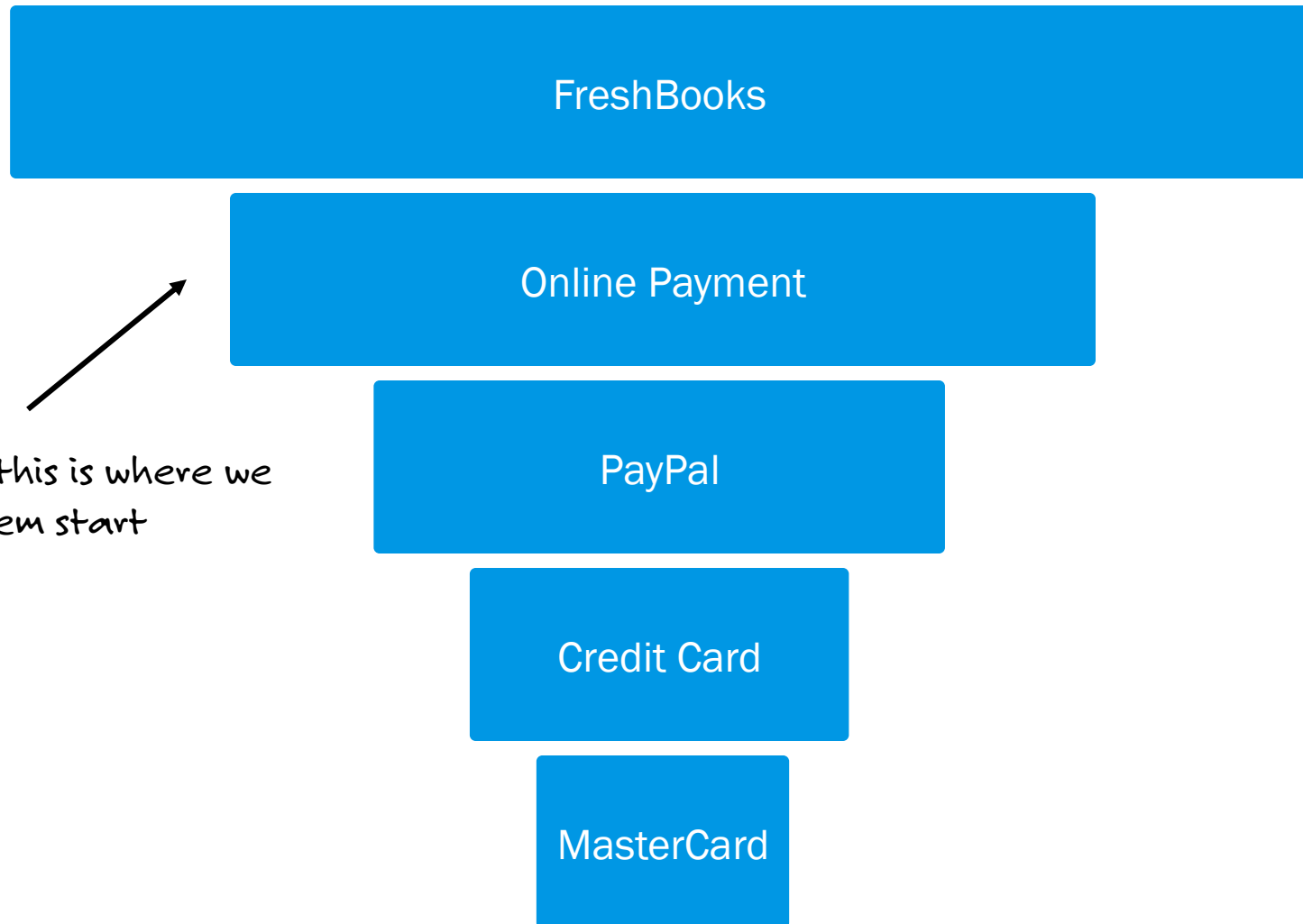


# How deep the rabbit hole goes...



The user's mental model  
generally starts about  
here...

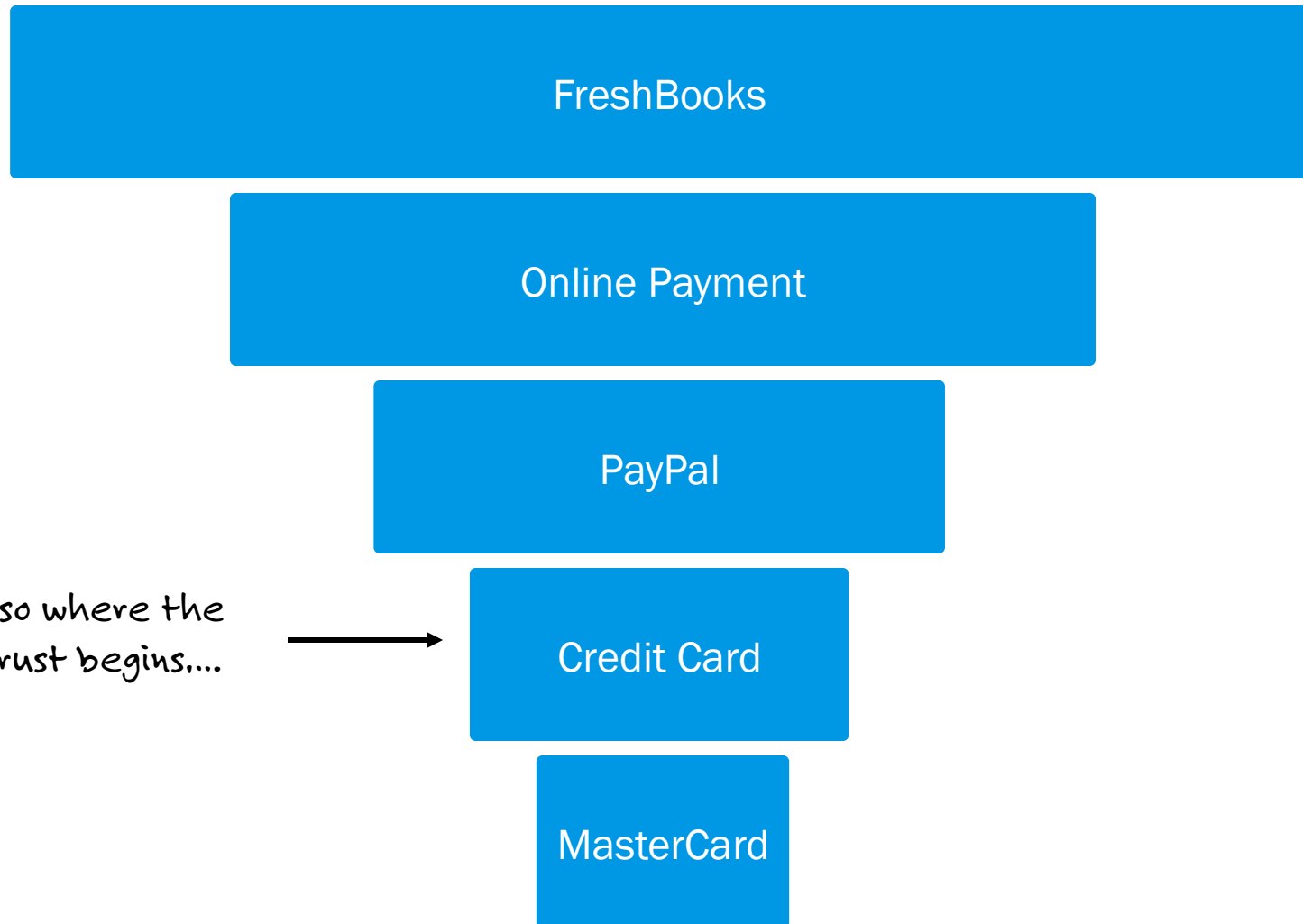
# How deep the rabbit hole goes...



And yet this is where we  
make them start

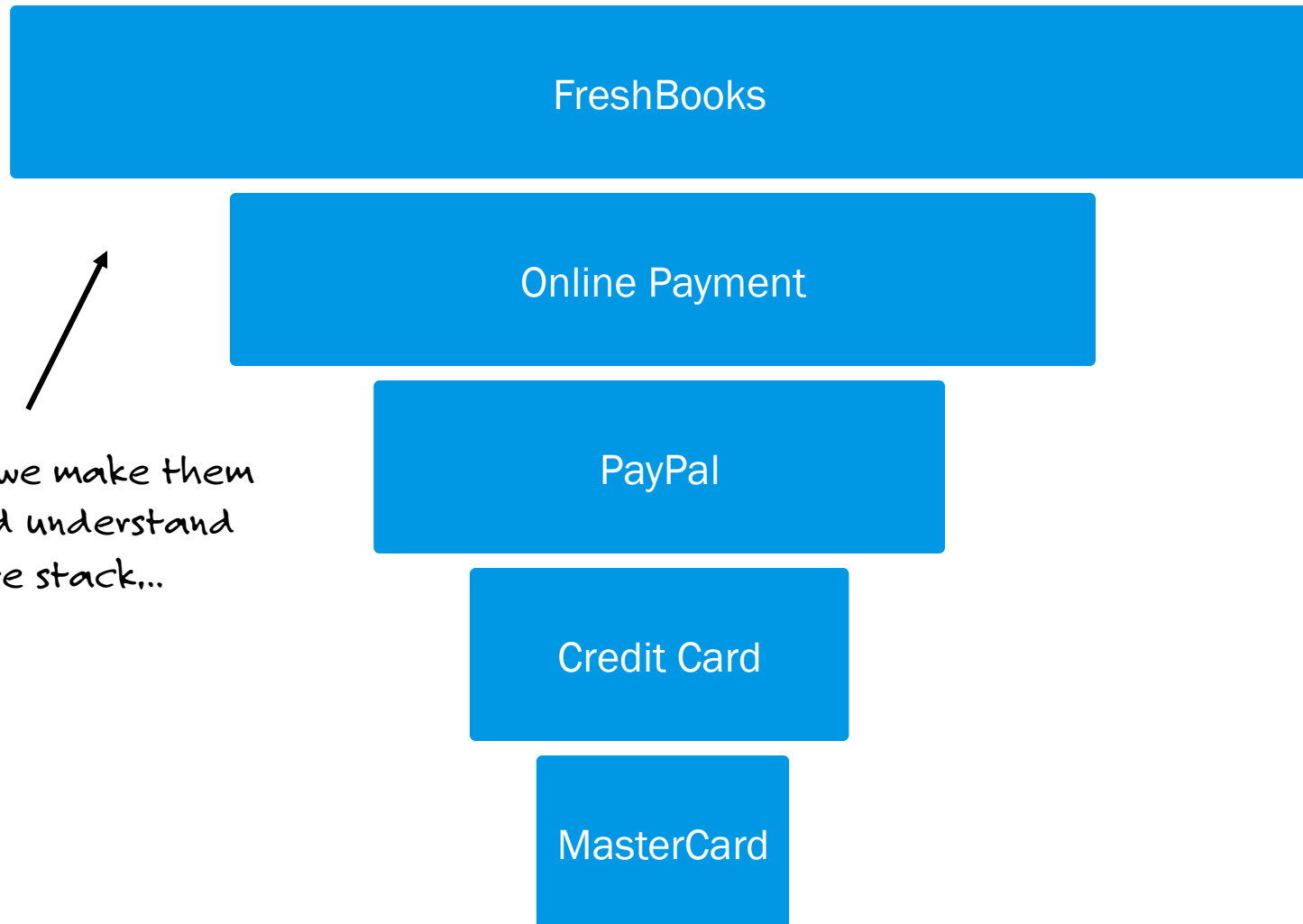


# How deep the rabbit hole goes...



*This is also where the  
client's trust begins....*

# How deep the rabbit hole goes...



And yet we make them  
trust and understand  
the entire stack...



# What the hell is online payment?

- Nearly every *non-ACH* customer polled emphatically embraced the idea of payment by “direct-deposit,” few knew it already exists
- The term ‘ACH’ is meaningless, and the experience doesn’t convey what’s actually happening

## Secure Payment

Invoice #	Description	Date	Total
1-12312323	Invoice 1-12312323	11/22/12	529.00
		Invoice Totals:	\$529.00
		Paid to Date:	- \$0.00
		<b>Balance Due USD:</b>	<b>\$529.00</b>

Enter Your Billing Address and Payment Information

Country \*

[Choose One] ▼

Street Address \*

City \*

Province/State \*

Postal/Zip Code \*

First Name \*

Accounts

Last Name \*

Payable

Bank Name

Name on Account

Account Type \*

Checking ▼

Routing Number \*

Account Number \*

Pay Now

“It’s just like a check”

- Said no one, ever

- Billing address must match address associated with account
- Please click “Pay Now” only once - transactions may take up to 2 minutes to process.

# Verbatims

## Lack of Trust

- “The woman who does accounts receivable doesn't understand PayPal. She won't sign-up for PayPal. She doesn't know how easy it is.... she's more comfortable with checks”
- “I've had a lot more resistance to electronic payment vs. what I expected. The thought process.... somehow [clients think] you can take all their money once you've got them on electronic payment.”
- “After a client knows you better, you stand a better chance of migrating you into an electronic payment.”

## Lack of Understanding

- “I was originally using PayPal, too many customers didn't realize they didn't need a PayPal account. They tricked people.” (single most common issue in support)

# Key Takeaway

*Layers of abstraction around payment creates confusion, and a lack of understanding and ultimately a leaky funnel.*

*Customers already trust and understand payment ‘first principles’ (credit cards, checks), so we should stick to these metaphors as closely as we can.*

Problem, Learning, Opportunity:

It's not [for] me...it's [for] you

Problem, Learning, Opportunity:

It's not [for] me...it's [for] you





# It's not [for] me, it's [for] you

- Many of our customers see online payment as a tax, a necessary evil that's first and foremost a service *for their clients* to simplify the process of making a payment.
- In every case, the benefits are *saving time* and *getting paid faster* by:
  - Making it simple for clients to make a payment
  - Eliminating excuses (e.g. “Can’t find my checkbook, don’t have time to go to the post office today”, etc.)
  - Time spent waiting for a check in the mail
  - Manually entering payments when they’re received
  - Going to the bank to deposit checks
- ....at the cost of paying fees

# Except when it's [for] me...

- The exception, however, is ACH payments
- Our customers recognize that ACH is a much worse experience for their clients, but are ultimately willing (forced in the absence of alternatives) to accept that in order to reduce fees

# Verbatims

## It's for them

- "Online payment isn't about solving a problem for us. It's for our clients. [They] don't have to go through the process of writing the check. And we get paid faster"
- "Really just for ease for our clients".
- "Makes it easier for clients to pay. Just makes it easier."
- "I'd rather have a check so I don't have the fees.....but then again I'd rather get paid at all."
- "Yeah, that fees are worth it. I've got \$70K outstanding. If I could speed [collection] up...I'd do it."
- "We have a big problem with... receivables. Wouldn't matter to me to pay a percentage point if that would make people pay faster."

## Save time

- "That way they can make their payments and there's less internal work for you."
- "Waiting for a check, cashing it, etc. It's a ridiculously annoying"
- "We would get paid a lot quicker [via online payment]"
- "I would say that the #1 reason [I use online payment] is convenience, not having to go to the bank to process a paper check."

# Verbatims

## ACH Pain

- “[Using Authorize.net ACH is] strictly a matter of fees...in every other way it's harder to process [payments]. Everything about it is more of a pain in the butt. But we probably save a few grand a year.”
- “Authorize.Net is frankly horrible...almost anyone is better than Authorize.net“
- "One of the features that we don't have [with ACH] is recurring payments.... [you can only] do that on PayPal. Each month we have to send them out, and [my clients] re-enter their account details”
- From Support: “Our customers don’t like that their clients have to create a PayPal account to use B2B -- they often refuse to do it. This is exacerbated by the fact that their customers also have to connect their bank account.”

# Key Takeaway

*Our customers use online payment to save time and get paid faster, mainly because it's supposed to make payment more convenient for their clients.*

*Client adoption rates, however, suggests that existing solutions (especially ACH) have failed our customers and their clients because the experience is not convenient, it's a hassle. This is our opportunity.*

Problem, Learning, Opportunity:

F#@\$\*% Fees

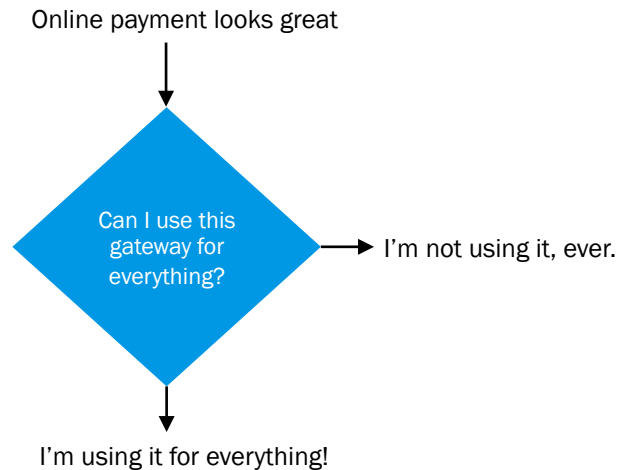
Problem, Learning, Opportunity:

# F#@\$\*% Fees



# F#@\$\*% fees

- Fees are a primary consideration when nearly all customers evaluate gateways
- Choosing whether or not to adopt a gateway is a one-time, binary decision for most customers.



- So, if we lose them here, they're probably gone for good.



# F#@\$\*% fees

- Micro-optimization at the invoice level (e.g. “Should I enable PayPal on this \$5000 invoice?”) is rare because it conflicts with a core value prop of online payment: **convenience** (i.e. “don’t make me think”)
- It happens, but it’s a small minority; in general, if fees seem too high, people will simply choose a different gateway entirely or avoid gateways altogether
- Also, because of a lack of awareness about ACH, many customers believe ~3% is the best they can get.

# F#@\$\*% fees

- So, experience aside, how do our customers actually make the final decision to adopt a particular gateway or move on?

# Our customers vs. PayPal customers

	FreshBooks Customer	Paypal Customer
General Description	Small Service provider - i.e a web developer	Small good seller – i.e. eBay merchant
Total Transaction Volume	Low (\$100K a year)	High (\$500K a year)
Average Transaction Size	High (\$2K)	Low (\$50)
Number of Transactions	Low (50 a year)	High (10K a year)
Recurring	Yes	No
Relationship to Payer	Close	None
Margin	High	Low
Product Sold	Intangible	Hard Goods
Logistics	Simple	Complex
Payment Decision	Judgment based	Forced before delivery
Payment Fees per Transactions	\$60	\$1.75
Total Yearly Payment Fees (assuming 3% + 25c per transactions)	\$3012	\$17500

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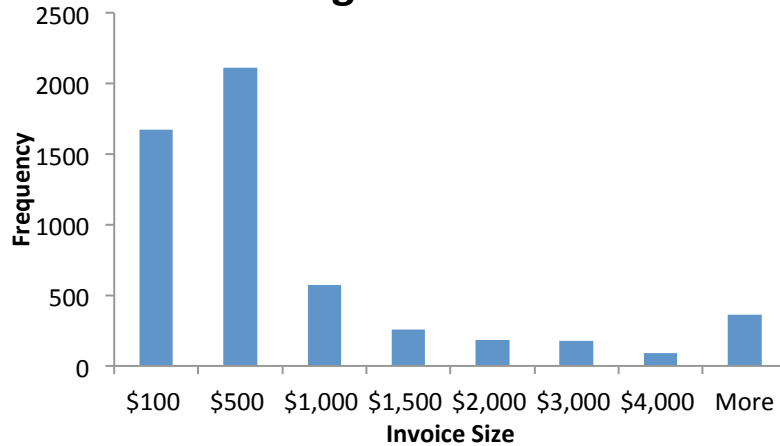
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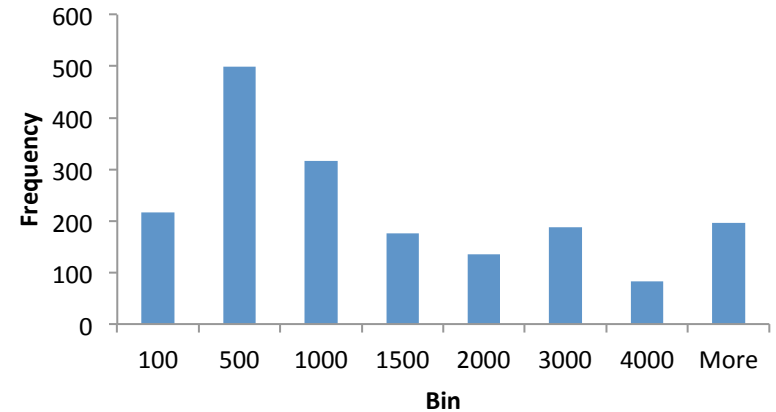
- Our customers don't base the decision their average invoice size; this isn't a meaningful, or known measure
- The question is simple: "Can I afford to use this for everything?"

# Distribution of Invoice Sizes

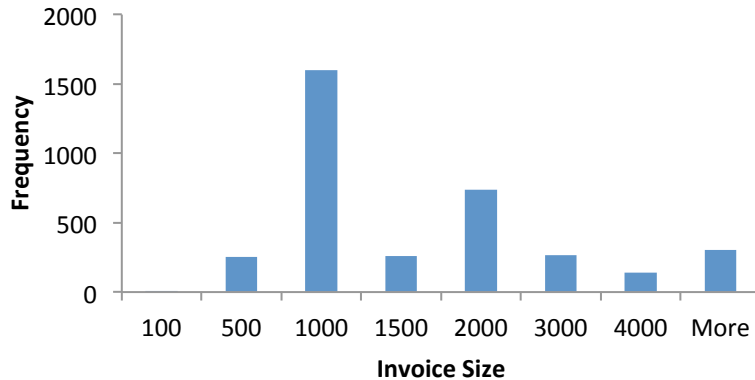
## Big Biller 1



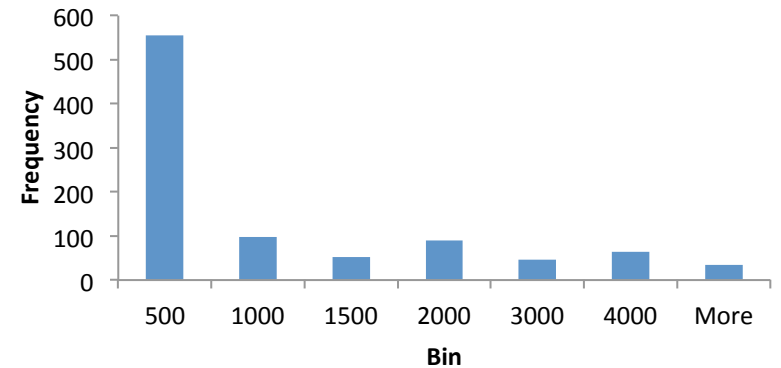
## Big Biller 2



## Big Biller 3

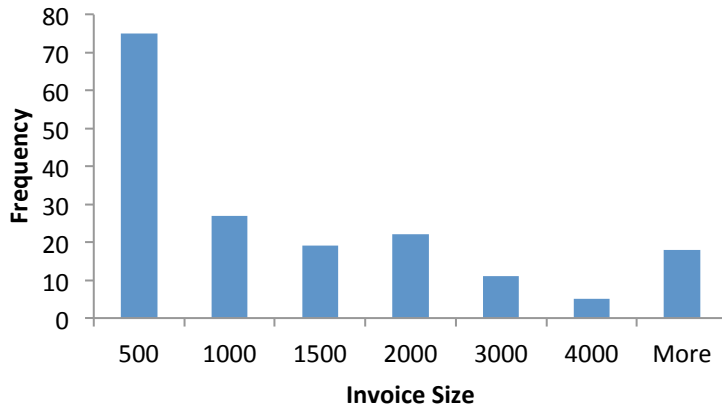


## Big Biller 4

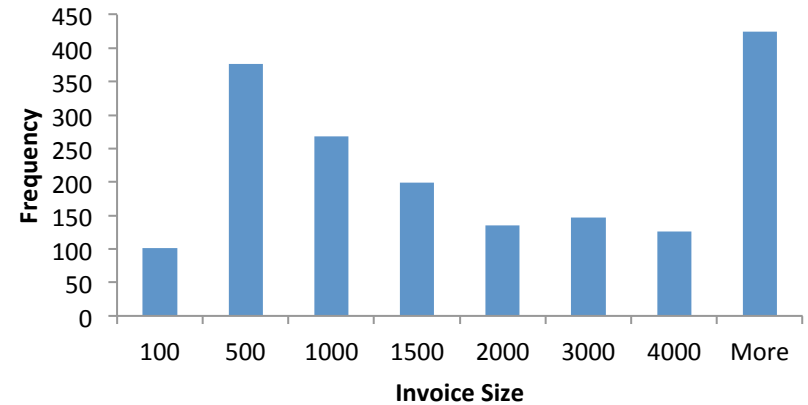


# Distribution of Invoice Sizes

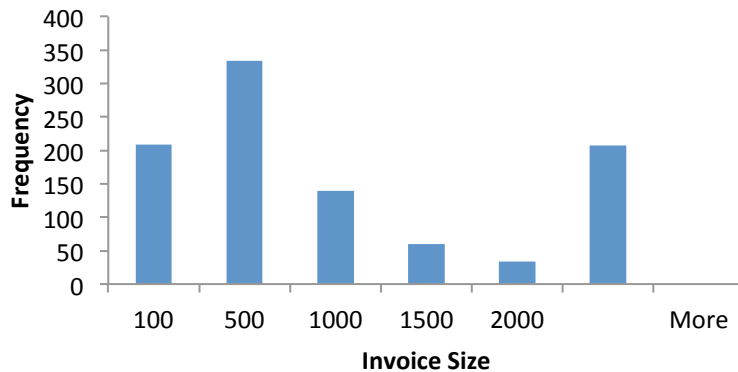
**Big Biller 5**



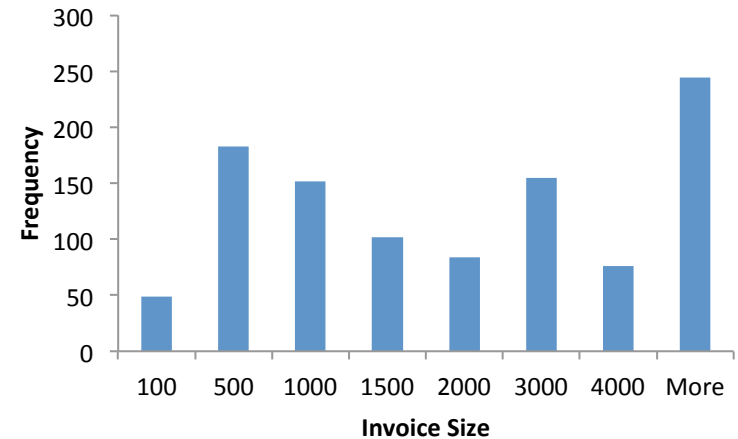
**Big Biller 6**



**Big Biller 7**

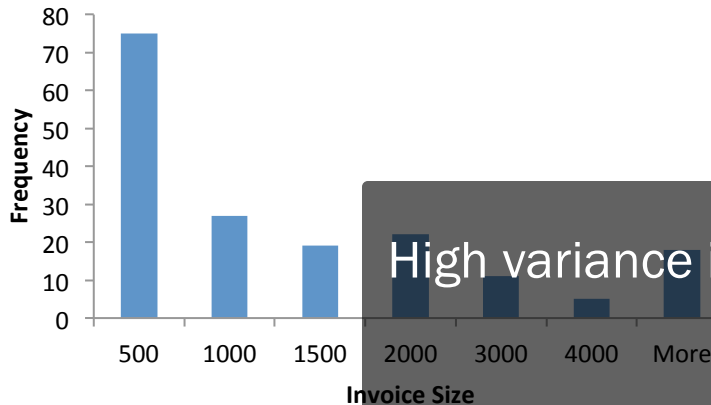


**Big Biller 8**

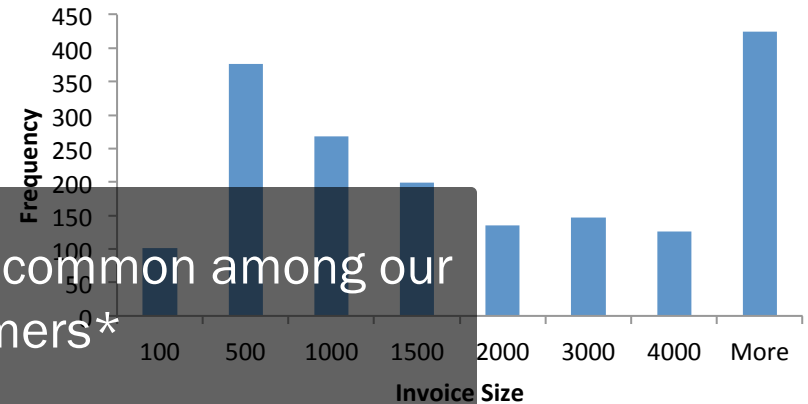


# Distribution of Invoice Sizes

**Big Biller 5**



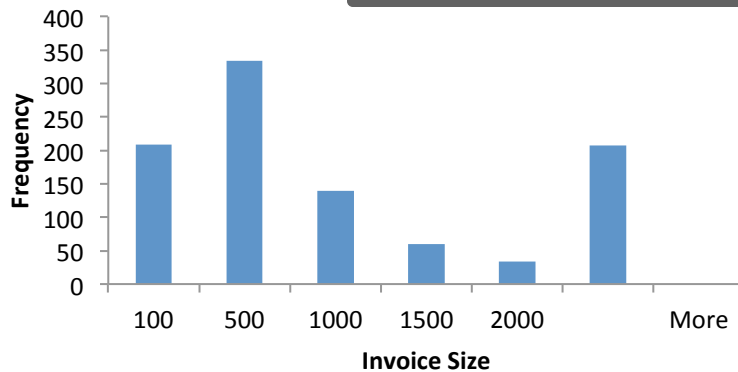
**Big Biller 6**



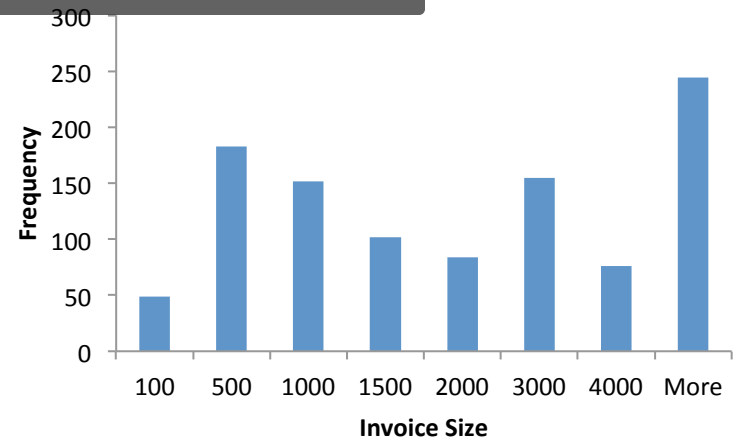
High variance is very common among our customers\*

\*Exception: small ISPs, IT firms, other high volume recurring billers

**Big Biller 7**



**Big Biller 2**





# Verbatims

## Fees Inform the Decision

- "On credit card, they rake you over the coals"
- On why he chose a given Payment gateway: "It came down to rates."
- "[PayPal] had the lowest rates for their volume. PayPal was the most transparent [in terms of rates] for our volume".
- "We ... pay a lower rate vs. Google Checkout or Paypal."
- "The fees are not a [major] deterrent [for big companies] but as a startup and a small business.... every penny counts. If I'm taking a payment for 10K, you get 3% on that and it starts to add-up".
- "Hate the fees. We prefer not to get payments by credit card because of the fees [but we do]"
- "Strictly a matter of fees."

## The Exception

- "If it's a small repair, we'll allow them to use PayPal online"
- "We do not enable it unless a customer requests it. Just based on [that fees] alone we disable it."

# Key Takeaway

*Customers make an all-or-nothing decision to adopt online payment. Their final decision is heavily informed by fees.*

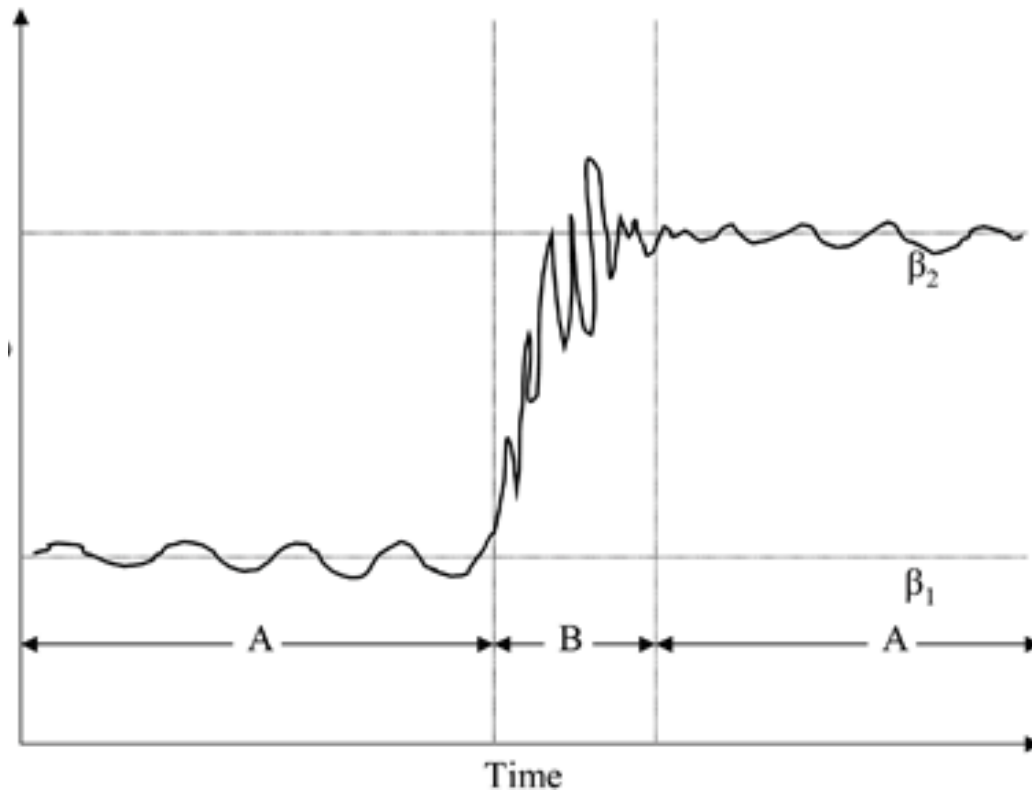
*Big billers also bill small, so our fee structure should give our customers (e.g. small service providers) the confidence that we'll be a fit no matter what.*

Problem, Learning, Opportunity:

Setup is Hell

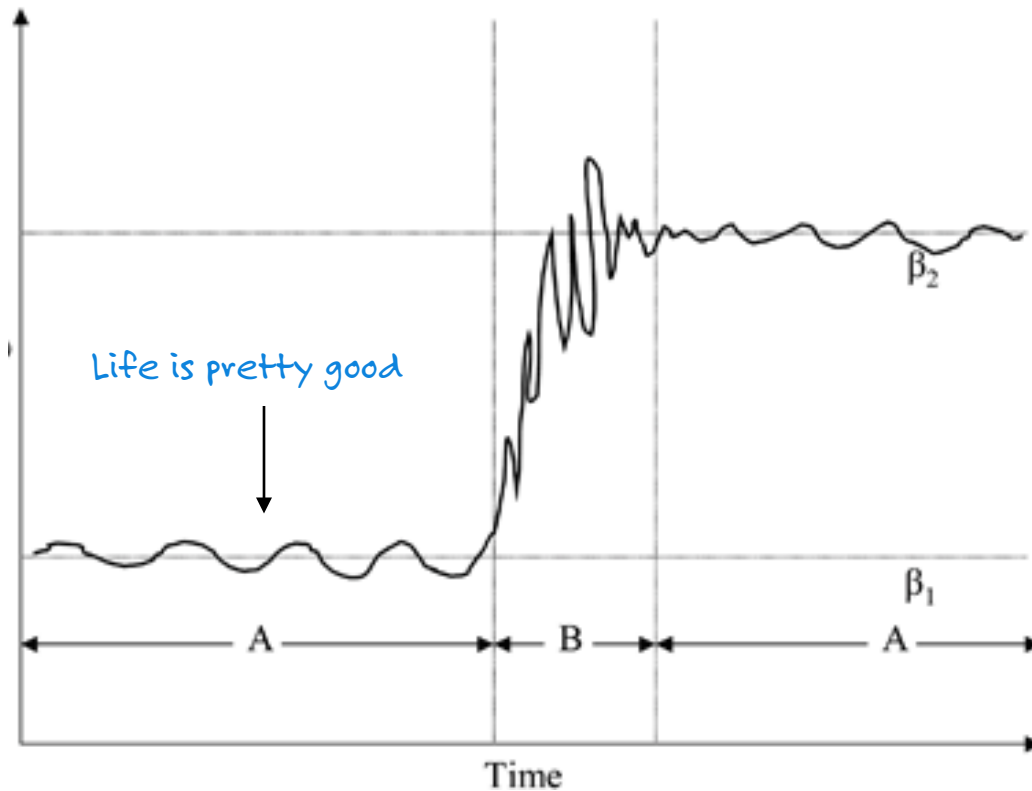
# Setup is Hell

- Setting up online payment follows a model of punctured equilibrium



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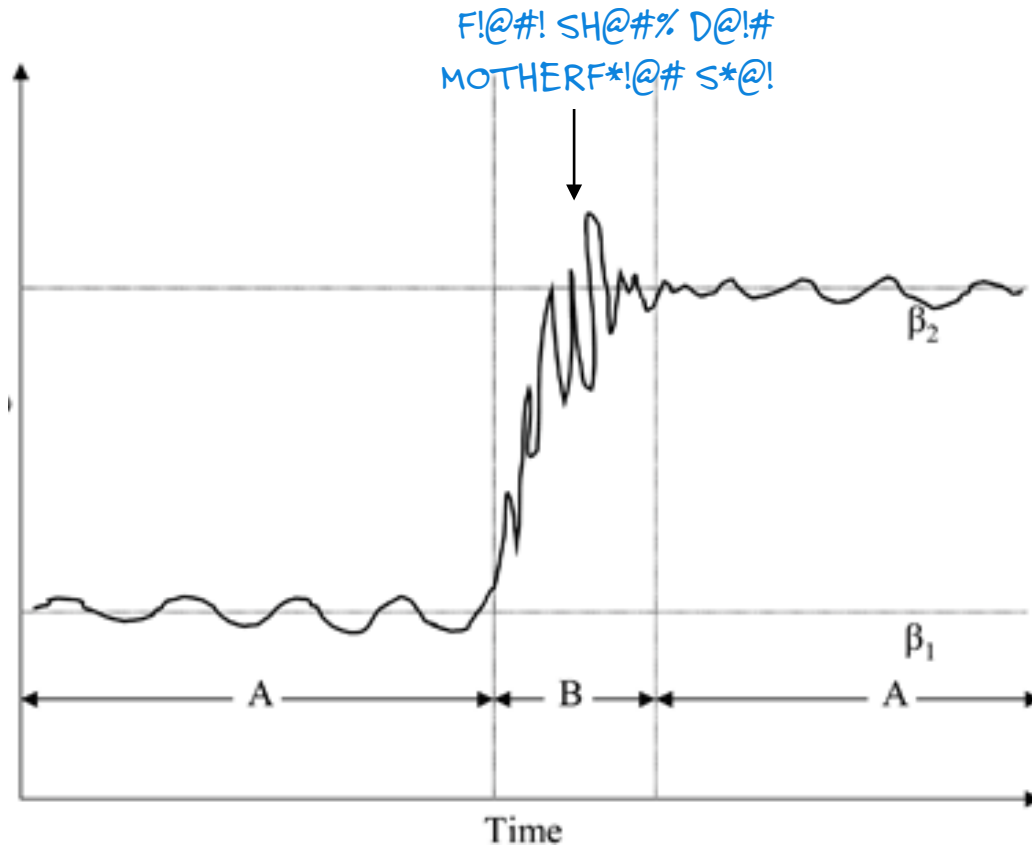
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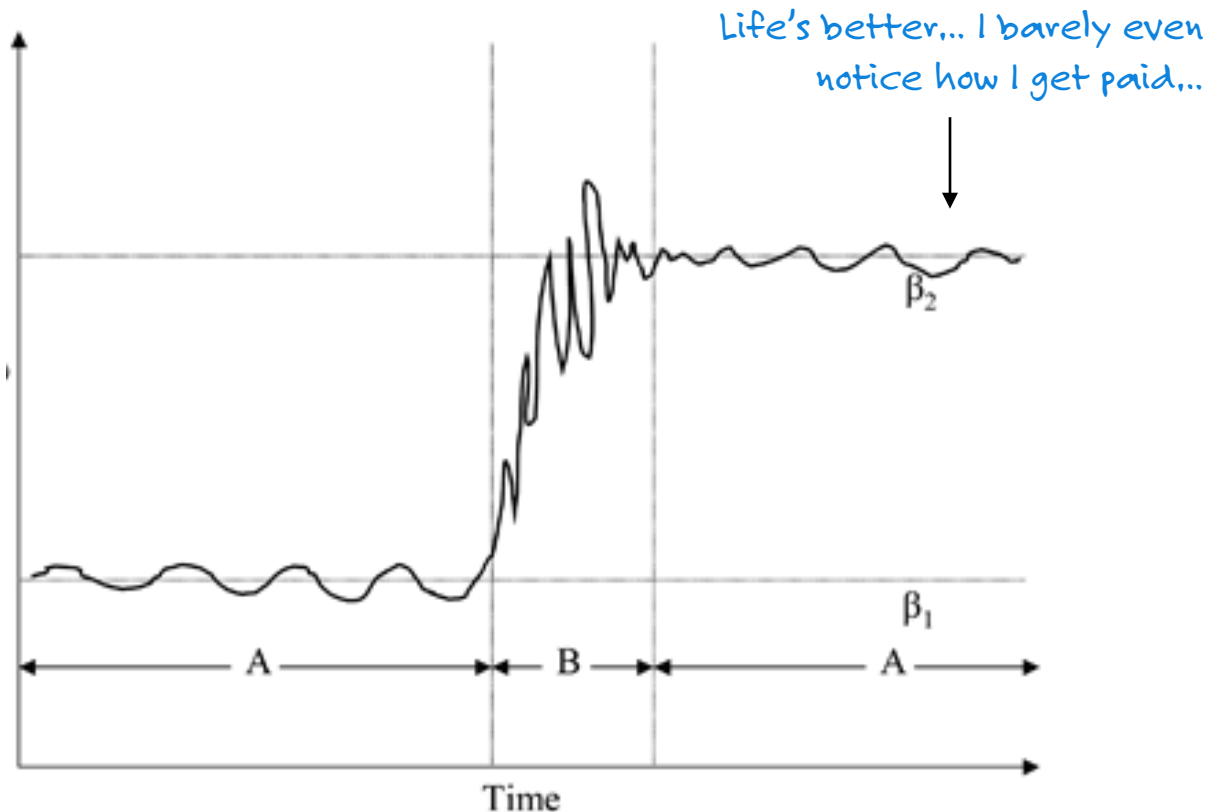
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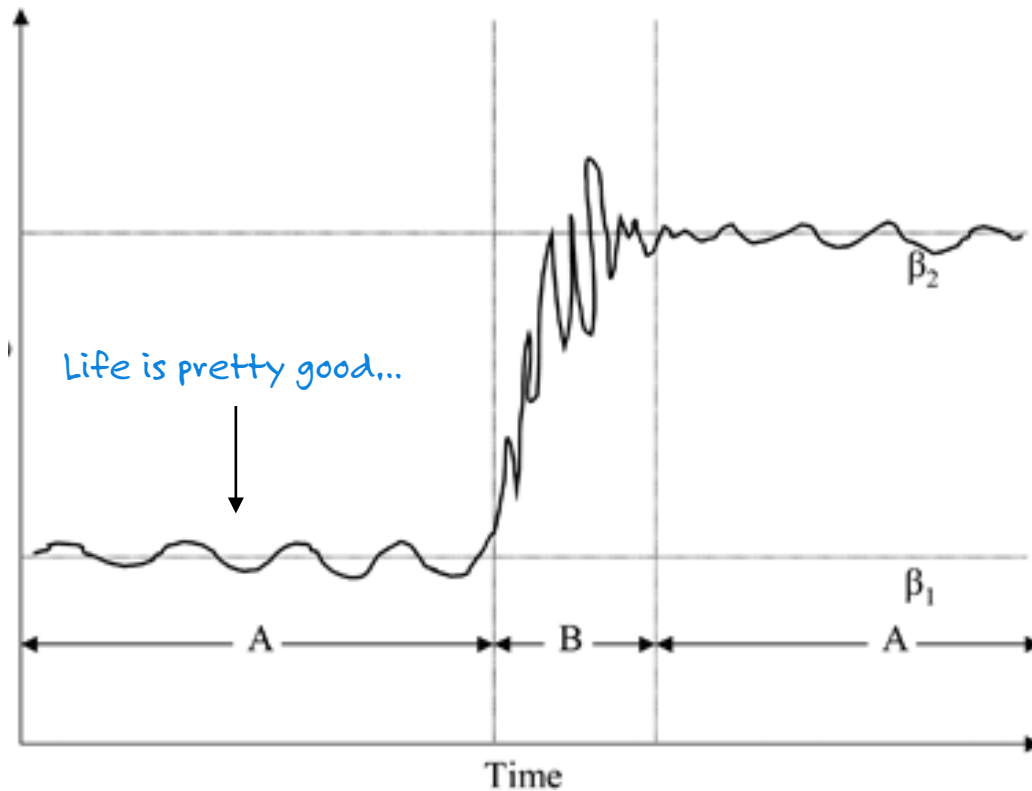
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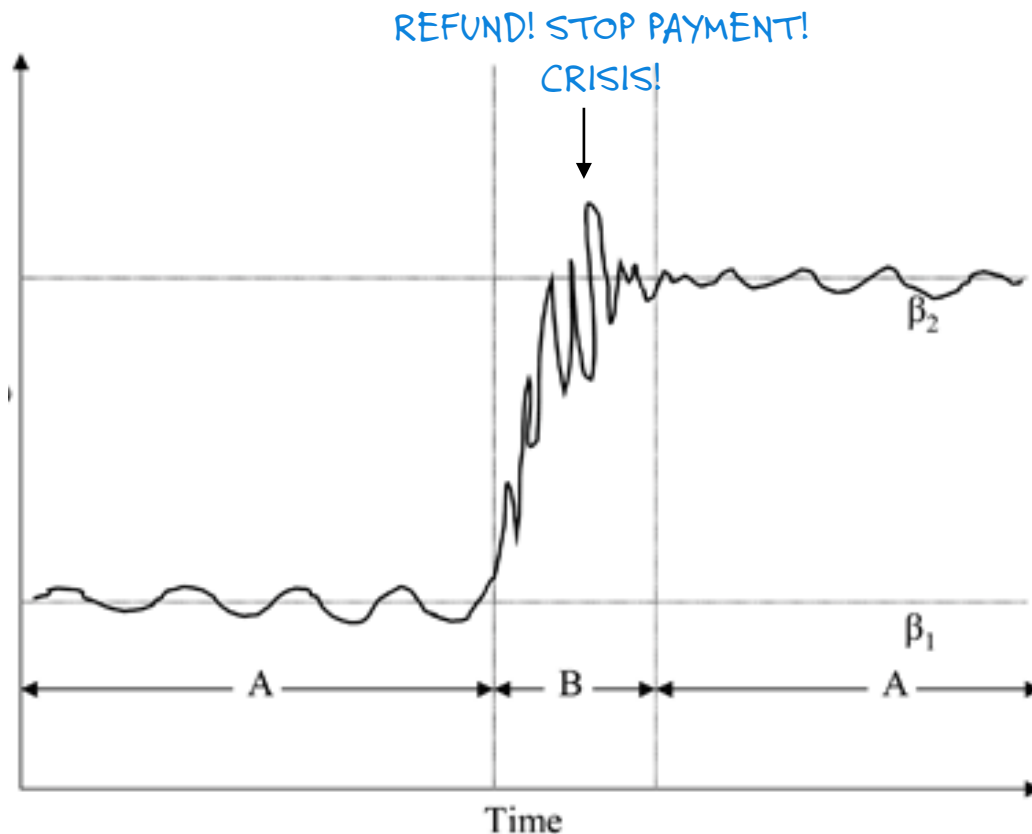
# Setup is Hell

- The same model applies for the post-setup experience



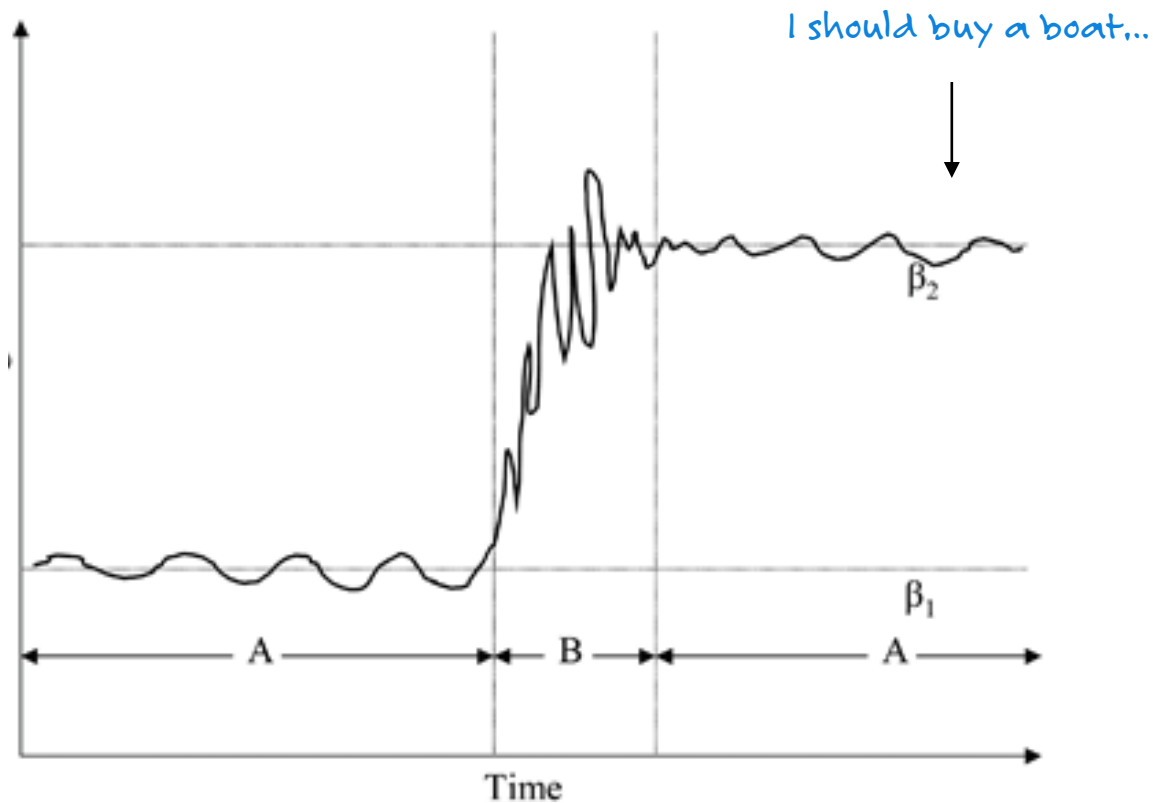
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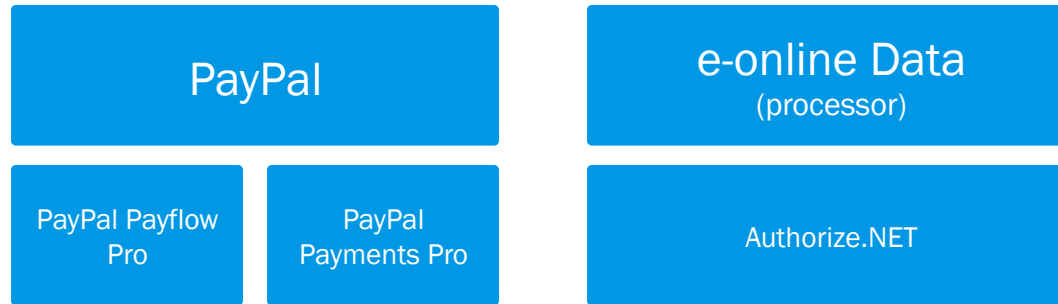
# Setup is Hell

- The same model applies for the post-setup experience



# Setup is Hell

- Setup adds more layers to the already overloaded 'online payment' mental model, and forces our customers to leave FreshBooks



- Paradoxically, setting up online payment can often be extremely low-tech (paper forms, emailing PDFs, etc.)
- If* the user makes it past setup, online payment is incredibly sticky for customers; it's a background process

# Verbatims

## Setup is Hell

- “[Setup] was a pain in the ass....so many different types of PayPal accounts... had to submit all the paperwork. Signed up under the wrong type of PayPal originally....and PayPal customer service sucks. All these different options...you have to find someone who understands the type of account you have.”  
“I’m the kind-of person who will fight through that...but if I had a little less ambition, wouldn't go through with that.”
- “The whole process of getting an [Authorize.Net account] setup is painful; bounced between account rep, risk assessment person, etc.”
- “[Setting up up Authorize .NET] was like pulling a tooth and getting root canals. You had to fill out an application, request a certain maximum, they want reserves....”

## Outmoded

- “You fill out the paperwork and they have to review it but usually the processor sets up the merchant account.”
- “[Setup] was pretty easy... filled out the application, they asked for bank statements, scanned and emailed them.”
- “[Feels] outdated, lots of paperwork and sending back and forth signed documents.”

# Key Takeaway

*We should strive to create a continuous and integrated experience from discovery, to setup, to deployment. No one does this well.*

*If we can get people past setup, they'll probably stick with us.*

Problem, Learning, Opportunity:

# Payment 101

# Payment 101

- Our high volume billers (e.g. IT services, ISPs, webhosts) need auto-billing; it's the key benefit of online payment (saving time)
- Without it, we're not a credible experience for these customers
- Collecting partial payments online and processing refunds are also consistent pain-points for our customers
  - Note: supporting partial payments is often actually a roundabout request to support deposits
- Supporting partial payments *first* could be a compelling reason to switch to FreshBooks (though we *should* just support this everywhere ...)



# Verbatims

## Auto-billing

- “Auto-billing is also a big part of [why I use online payment].... extremely important for hosting. Send a bunch of 30 dollars invoices each month ...”
- “[As we got] more webhosting clients, [depositing checks] became impossible to manage". Recurring helped out a great deal. I would say like 90% of them are on autopayment. Others pay yearly with a check.”

## Partial Payments & Refunds

- “Can't make a partial payments, can't [accept] a deposit.... Sometimes clients can't pay the whole bill, only want to pay part of it.”
- “Another problem [is] refund[ing] a credit.”
- “One of my biggest issues with FreshBooks ...when we send out an invoice for a new website, [the client] cannot make a partial payment [with online payment].”

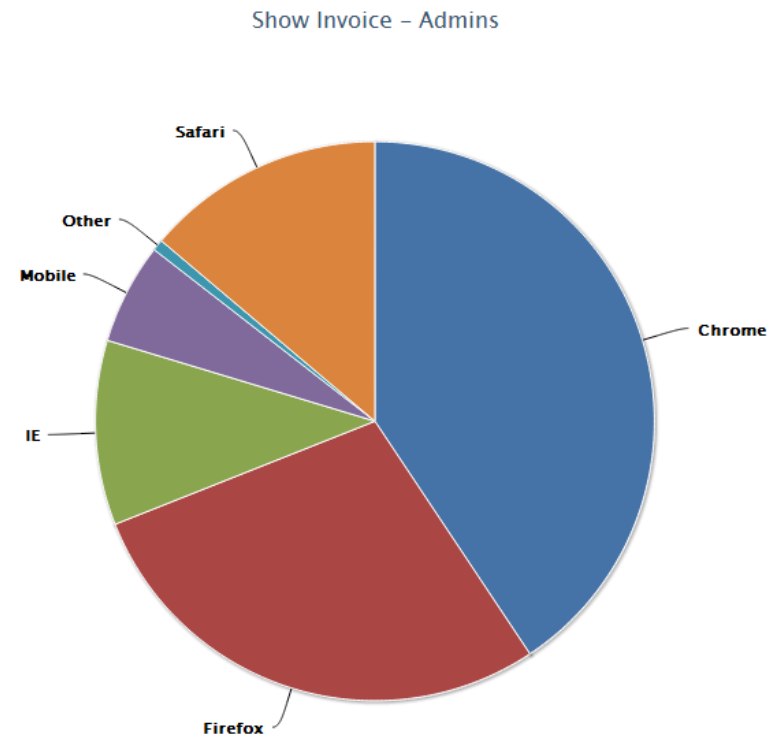
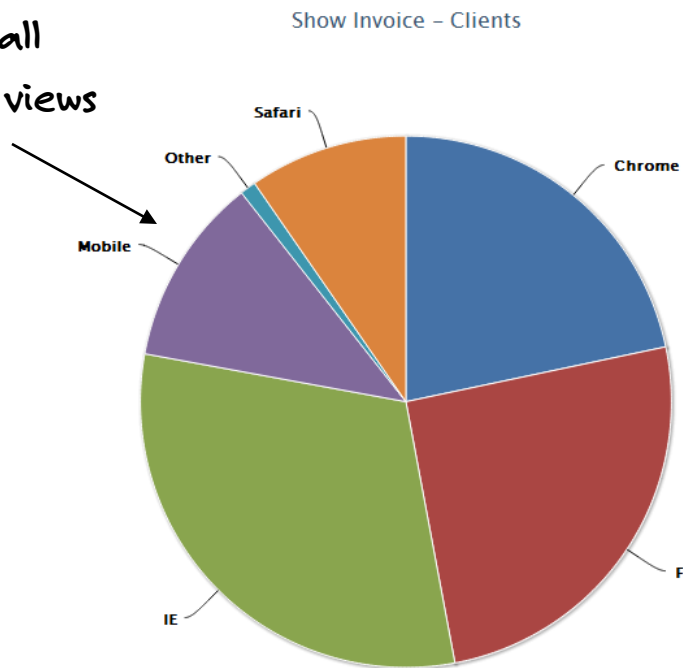
Opportunity:

Mobile

# Mobile

- Clients view invoices on mobile devices twice as often as admins (and we don't even have a mobile view)

11% of all  
invoice views



# Mobile

- Why is mobile an opportunity?
  - Mobile sensors (e.g. camera, GPS, etc.) bridge the digital and physical world
  - If our challenge is converting users from physical payments (e.g. checks) to their online counterparts (e.g. ACH), mobile may be a useful tool

# Principles

## Two products, two customers

- We're building two complementary products; one for our customers (e.g. small service providers) and the other for their clients.

## The client market

- Our single biggest client market are small businesses and consumers who pay by check. The payment experience will reflect this.

## First principles

- Both the admin and client experiences will avoid abstraction, and stick closely to the 'first principles' of payment (e.g. check, credit card etc.) which people already understand and trust.

# Principles

## Save Time

- Paying with FreshBooks is fundamentally about saving our customers and their clients time, and getting paid faster. It will be simpler than writing or cashing a check.

## Reasonable Fees

- Our fees will drive or gate adoption; *our* customers (i.e. small service providers) will be confident that our fees will always be reasonable and appropriate for their changing billing needs.

## A Continuous Experience

- Setup will be simple and easy for business owners, and a natural extension of how they already use FreshBooks

What are we building?

# Assumptions

- USA only
- Account verification mechanism(s) is TBD

## Out of scope

- Super-admin/Support console



# Scoping Areas

1. Setup
2. Payment
3. Fundamentals

Note: Beyond functional scope, UX will be (especially) critical to our success here. Most of the aforementioned problems relate to experience rather than functionality.

# Setup

## What's in it for the user

- Awareness of a payment alternative
- Entering bank details is familiar, as simple as reading a check
- Lower friction on payment because client bank details are already saved
- Avoid errors and problems at payment with a verified account

## What's in it for us

- Minimize fraud and user-error
- Our customers' authenticated bank info can be leveraged for other payment services in the future (e.g. Payroll)

Manual bank setup

Account verification (mechanism TBD)

Save client bank details

Email invitation to setup client accounts

New feature pop-up

Automated bank setup (check OCR, etc.)

v1

v2

Goals

Approach

# Payment

## What's in it for the user

- Low friction. Payment authorization is familiar, simpler than filling out a check
- New clients can enter and save their bank details while the pay
- Save time by depositing paper checks online

## What's in it for us

- Transaction fees
- Tap into the paper-check market without forcing clients to change their behaviors at all

Payment authorization

Integrated bank setup and payment

---

Check image upload (admin)

Check image verification & ACH reconciliation

---

v1

v2

Goals

Approach

# Fundamentals

## What's in it for the user

- Users know when payment has been initiated, when there's a problem (e.g. NSF, stop payment) and when payment is funded
- Admins can process refunds whenever they need to
- High volume billers can use FreshBooks to completely automate their billing and collection

Implement, extend standard statuses

Refunds (requires FreshApp support?)

Autobilling

Partial payments

v1

v2

## What's in it for us

- Credible payment product
- Serve high volume FreshBooks billers (e.g. ISPs, webhosts, etc.)

Goals

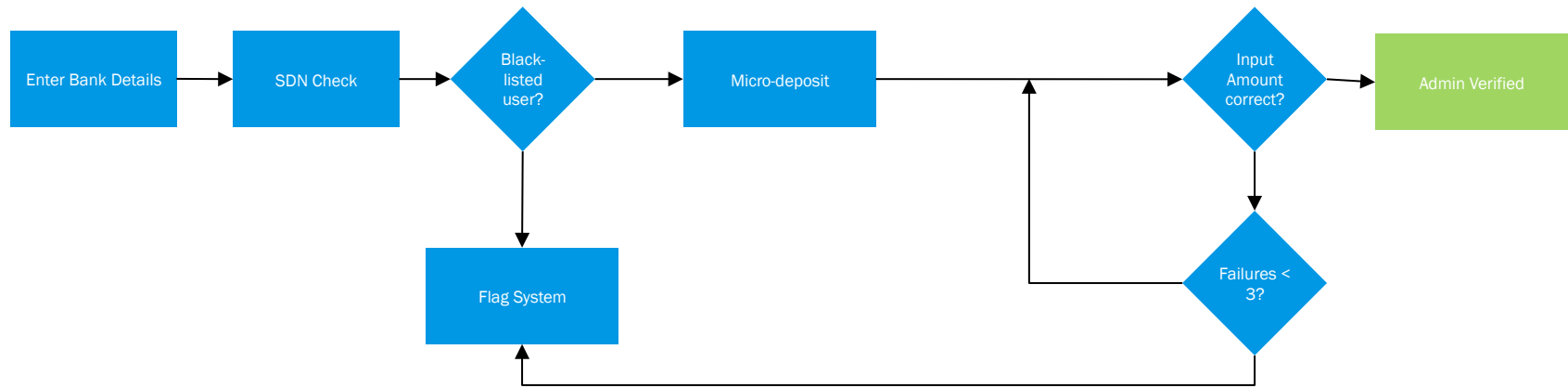
Approach



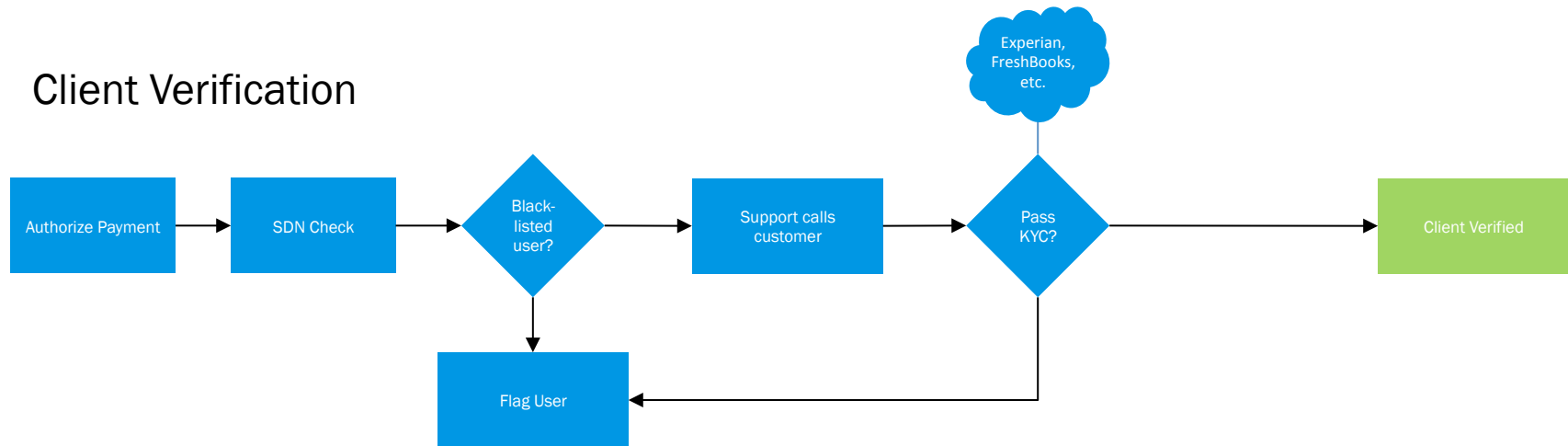
What could it look like?

# KYC and Account Authorization Flows

## Admin Verification



## Client Verification





Note:

Authorize.net has additional requirements for new merchants unrelated to KYC. They need to assess potential financial risk and creditworthiness.

Specifically:

“The eCheck.Net service requires underwriting because Authorize.Net acts as the acquirer for eCheck.Net transactions. This is different from credit card transactions, where your merchant bank account provider is the acquirer.”

For Beta: verification will proceed manually prior to inviting a user into the program.

# Discovery: New Feature Popup

## NEW: Want to make it easier for your clients to pay by check?

Your clients can now pay you by direct deposit right into your bank account.

- Your clients just fills out a check in FreshBooks
- You receive the funds within **2 business days**
- Even deposit paper checks you receive electronically

**Best of all:** Simple, flat pricing & no hidden fees.

Setup Direct Deposit

or not now

### Receivables

Today

- [Client](#) [Gh](#)
- [In](#) [to](#)
- [In](#) [rev](#)
- [Pa](#) [rec](#)

### Receivables

Before

- [10 out of 10](#) - Secondary Contact  
"They did an awesome job."

### FreshBooks Reports

Profit and Loss, Tax Summary, Expense Report, Revenue by Client and more insightful reports!



### Invoices & Expenses

CAD

\$200.00

\$100.00

Home

People

Invoices

Estimates

Expenses

Time Tracking

Reports

More ▾

Overview

Refer FreshBooks

Pricing & Upgrade

Buy Stamps

### Simple flat pricing. No hidden fees.

- Forget losing 3% on every payment
- Rock solid security safeguards
- Lorem ipso sum
- Something other than that

#### Payment Size

#### You Pay

\$0-\$199

**99 cents**

\$200 - \$999

**\$5 bucks**

\$1000 - \$10,000

**\$10 bucks**

[< Return to Sign up](#)

#### FreshBooks Reports

Profit and Loss, Tax  
Summary, Expense  
Report, Revenue by  
Client and more  
insightful reports!



#### Invoices & Expenses

CAD

\$200.00

\$100.00


Discovery: New Invoice

[Home](#)
[People](#)
[Invoices](#)
[Estimates](#)
[Expenses](#)
[Time Tracking](#)
[Reports](#)
[More ▾](#)
[Invoices](#)
[Recurring](#)
[Received](#)
[Items](#)
[Payments](#)

## New Invoice

[Generate Invoice From ▾](#)
**Client \***  ▾

[AUD](#)
[English](#)
[Reminders](#)
[Late Fees](#)
**Address** 999 street.

[Edit Address](#)
**Time & Expenses** This client has unbilled expenses.  
[+ Add all items](#) [+ Choose items to add](#)
**Invoice Number \*** 
**Date of Issue \***  
**PO Number** 
**Discount**  %

**Direct Deposit** [Setup direct deposit now](#)

Task	Time Entry Notes	Rate	Hours	Tax	Tax	Line Total
▾				▾	▾	0.00
▾				▾	▾	0.00
▾				▾	▾	0.00
Item	Description	Unit Cost	Qty	Tax	Tax	Line Total
▾				▾	▾	0.00
▾				▾	▾	0.00
▾				▾	▾	0.00

[Add Line ▾](#)
[Apply Exchange Rate](#)

Invoice Total	\$0.00
Paid to Date	0.00

<b>Balance (AUD)</b>	<b>\$0.00</b>
----------------------	---------------

**Terms** ([Set Default Terms](#))

asdasdasasasadsa

**Notes Visible to Client**

Discovery: Settings Page

## Get paid faster with direct deposits from

your clients

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi tempor dignissim rhoncus. Nullam at quam sed tellus ultrices venenatis. Nam tempus malesuada luctus.

Morbi tempor dignissim rhoncus. Nullam at quam sed tellus ultrices venenatis.

[Setup Direct Deposit](#)

## Other ways to get paid

### PayPal

- ☐ PayPal ★ [\(create account\)](#)
- ☐ PayPal Payflow Pro [\(auto-bill capable\)](#)
- ☐ PayPal Website Payments Pro

### Payment Gateways

#### Auto-Bill Capable Gateways

- ☐ Authorize.Net ★ [\(create account\)](#)
- ☐ beanstream
- ☐ BluePay
- ☐ Braintree
- ☐ eWAY (AU)
- ☐ First Data Global Gateway
- ☐ First Data Global Gateway e4
- ☐ iTransact
- ☐ Landmark
- ☐ PSiGate
- ☐ Stripe

#### Other Gateways

- ☐ 2 Checkout
- ☐ Google Checkout



Setup

### Setup is quick and painless:

1. Enter your bank details as they appear on your checks
2. Verify your bank account so we know it's yours
3. Get your funds as soon as your client pays!

Hint: grab your checkbook now to help with Step 1.

Grab a check and get started

21000246 12345678

What kind of account is it?

Checking ▾

Alright, I'm done!

#### What's going on here?

FreshBooks needs your bank account information in order to lorem ipso sum ipso facto.

## 1. Verify your name and address

Make sure your name and address match the bank account where you want to get paid

Avrum Laurie  
1754 Sheriden Drive  
New York NY 125212

All fields are required

Next

DATE

Pay to the  
order of

\$

100 DOLLARS

MEMO

MP

21000246 12345678

What kind of account is it?

Checking ▾

### What's going on here?

FreshBooks needs your bank account information in order to lorem ipso sum ipso facto.



## Step 1 of 3: Add your bank details

Fill in your bank details as they appear on your checks

Avrum Laurie

1754 Sheriden Drive

New York NY 125212

☐ Great job! Onto the next step!

DATE

Pay to the order of

\$

100 DOLLARS

MEMO

MP

21000246 12345678

What kind of account is it?

Checking ▼

### What's going on here?

FreshBooks needs your bank account information in order to lorem ipso sum ipso facto.



## Step 1 of 3: Add your bank details

Fill in your bank details as they appear on your checks

Avrum Laurie  
1754 Sheridan Drive  
New York NY 125212

DATE

Pay to the order of

MEMO

MP

21000246

3. Enter your bank account number

This is a unique number that your bank uses to identify your account

What kind of account is it?

Alright, I'm done!

### What's going on here?

FreshBooks needs your bank account information in order to lorem ipso sum ipso facto.



## Step 2 of 3: Verify your account

Verification will ensure that your account details are entered correctly

FreshBooks has deposited a small amount of money in your account. When you receive it in 2-3 Business days, enter the amount in field below.

**Amount deposited in your account**

Done

Note: You cannot start accepting payments via direct-deposit until you complete verification.

### What's going on here?

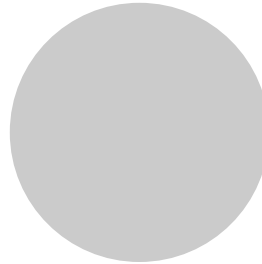
FreshBooks needs your bank account information in order to lorem ipso sum ipso facto.



## Step 3 of 3: Get Paid!

Enable direct deposit on all your invoices

When you create new invoices, direct-deposit will be automatically enabled.



Enable Direct Deposit on all Outstanding Invoices

### What's going on here?

FreshBooks needs your bank account information in order to lorem ipso sum ipso facto.



# Verification Failures





## We cannot proceed with verification of your bank account.

Your account was flagged during verification, and we will not be able to enable direct deposit at this time.

You can try setting up online payment with one of the other gateways listed below.

## Other ways to get paid

### PayPal

- ☐ PayPal ★ [\(create account\)](#)
- ☐ PayPal Payflow Pro [\(auto-bill capable\)](#)
- ☐ PayPal Website Payments Pro

### Payment Gateways

#### Auto-Bill Capable Gateways

- ☐ Authorize.Net ★ [\(create account\)](#)
- ☐ beanstream
- ☐ BluePay
- ☐ Braintree
- ☐ eWAY (AU)
- ☐ First Data Global Gateway
- ☐ First Data Global Gateway e4
- ☐ iTransact
- ☐ Landmark
- ☐ PSiGate
- ☐ Stripe

### Other Gateways

- ☐ 2 Checkout
- ☐ Google Checkout

Save

# Verification Reminders



### Your Bank Account is not verified

Go to [Direct Deposit](#) to complete verification so you receive your funds immediately.

## Overview

+ New ▾

### Recent Activity [RSS](#)

Today

- [Client login](#) - Asdf at 05:48 GMT
- [Invoice](#) - #1-12312327 sent to Asdf
- [Invoice](#) - #1-12312327 revised for Asdf
- [Payment](#) - \$13,920.00 USD received from Asdf

[show more](#)

### Recent Customer Reviews

Before Yesterday

- [10 out of 10](#) - Secondary Contact  
"They did an awesome job."

### FreshBooks Reports

Profit and Loss, Tax Summary, Expense Report, Revenue by Client and more



### Outstanding Invoices [USD](#)

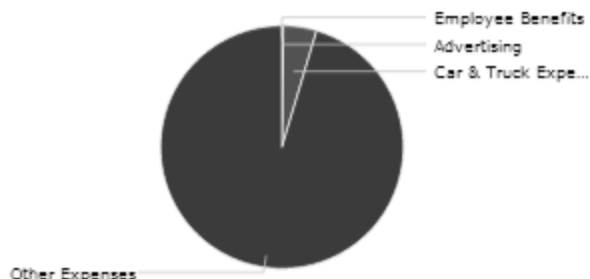
**\$151,455.17**

Total Outstanding (USD)

0 - 30 days old: [\\$17,890.00](#)  
30 - 60 days old: [\\$19.57](#)  
60 - 90 days old: [\\$314.89](#)  
over 90 days old: [\\$133,230.71](#)

[Accounts Aging Report](#)

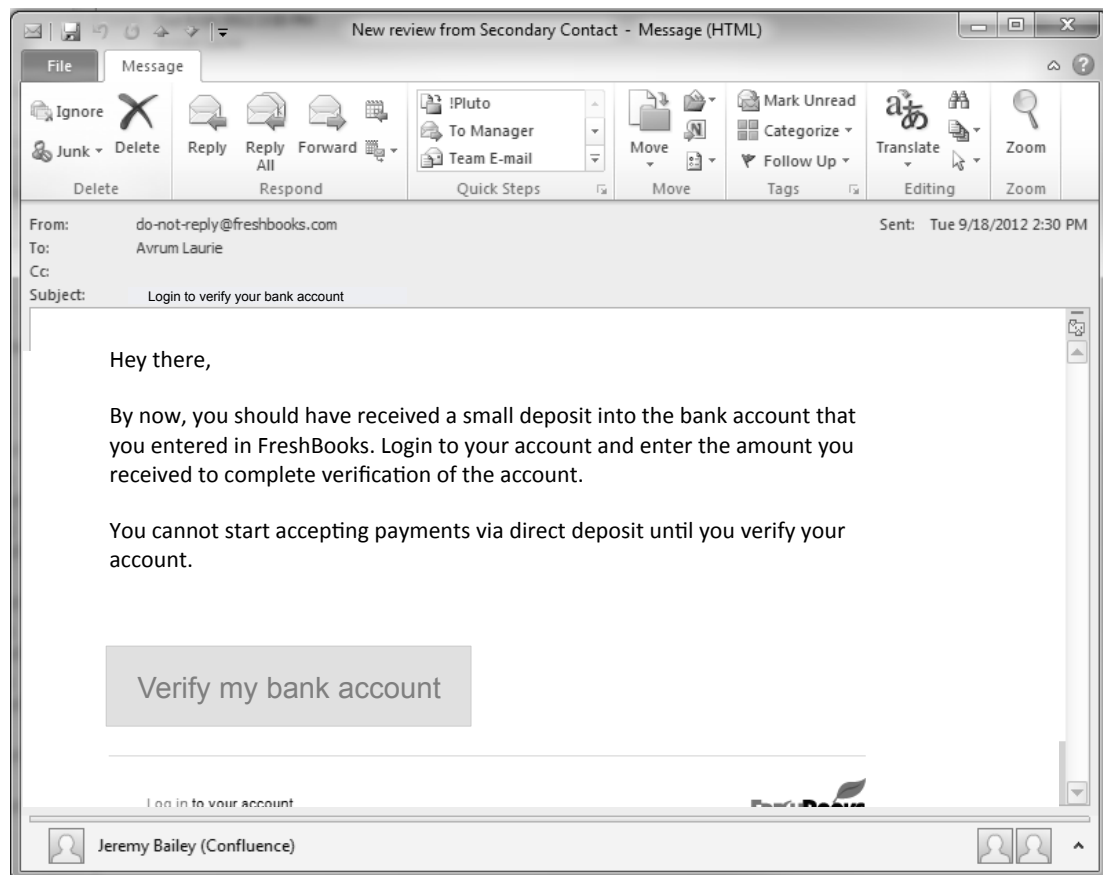
### Expense Categories [Last 3 Months](#)



### Invoices & Expenses [CAD](#)

\$200.00

\$100.00



# Post Setup Account Management

[Home](#)[People](#)[Invoices](#)[Estimates](#)[Expenses](#)[Time Tracking](#)[Reports](#)[More ▼](#)[Company](#)[Taxes](#)[Colors & Logos](#)[Template](#)[Permissions](#)[Direct Deposit](#)[Emails](#)[Misc](#)

## Direct Deposit

### Company Bank Account

This is the account where you receive payments from your clients.

Status: Verified

[Update Details](#)[Remove](#)

## Other ways to get paid

### PayPal

- ☐ PayPal ★ [\(create account\)](#)
- ☐ PayPal Payflow Pro [\(auto-bill capable\)](#)
- ☐ PayPal Website Payments Pro

### Payment Gateways

#### Auto-Bill Capable Gateways

- ☐ Authorize.Net ★ [\(create account\)](#)
- ☐ beanstream
- ☐ BluePay
- ☐ Braintree
- ☐ eWAY (AU)
- ☐ First Data Global Gateway
- ☐ First Data Global Gateway e4
- ☐ iTransact
- ☐ Landmark
- ☐ PSiGate
- ☐ Stripe

#### Other Gateways

- ☐ 2 Checkout
- ☐ Google Checkout

[Save](#)

## Enter your username and password to continue

We need to make sure it's really you before you can update your bank account details

Username

Password

Done

[Cancel](#)

# Client bank setup and payment authorization





[Home](#) [Invoices](#) [Support](#)

[All Invoices](#) [Unpaid Invoices](#) [Payments](#) [Account Statement](#)

## Invoice: 1-12312327

[PDF](#)[Print](#)[Forward](#)[Dispute](#)

Pay this invoice (\$12,443.00 USD)

Pay by Check

Versify Corp  
Qwerty123  
asdas AL A1B2C3  
United States  
Phone: 4169858130

INVOICE



This exists?

Asdf

Invoice #:	1-12312327
Date:	November 22, 2012

[Home](#) [Invoices](#) [Support](#)

[All Invoices](#) [Unpaid Invoices](#) [Payments](#) [Account Statement](#)

## Secure Payment by Check

### 1. Verify your name and address

Make sure your name and address match the bank account where you want to get paid

for Invoice 12312327 for the

Avrum Laurie  
1754 Sheriden Drive  
New York NY 125212

All fields are required

Next

DATE

Pay to the  
order of

Avrumcorp Technology Group

\$

12,443.00

Twelve thousand four hundred and forty three / 100 DOLLARS

MEMO Invoice 12312327

Albert Einstein

MP

21000246 12345678

What kind of account are you paying from?

Checking

Authorize Payment



Save my bank details for future payments.

Note: Your account never be charged without your explicit authorization

**Almost there! We just need to make sure it's really you.**

We want to make sure it's really you authorizing this payment, and not some sketchy dude in a basement somewhere.

Enter your phone number below and we'll give you a call within 1 business day to verify that your identity.

Your phone number

Done



Twelve thousand four hundred and forty three / 100 DOLLARS

MEMO Invoice 12312327

Albert Einstein

MP

21000246 12345678

What kind of account are you paying from?

Checking ▼

Authorize Payment



Save my bank details for future payments.

Note: Your account never be charged without your explicit authorization

Client payment  
authorization  
with saved bank details



[Home](#) [Invoices](#) [Support](#)

[All Invoices](#) [Unpaid Invoices](#) [Payments](#) [Account Statement](#)

**Invoice: 1-12312327**

PDF

Print

Forward

Dispute

Pay this invoice (\$12,443.00 USD)

Pay by Check

Versify Corp  
Qwerty123  
asdas AL A1B2C3  
United States  
Phone: 4169858130

INVOICE



This exists?

Asdf

Invoice #:	1-12312327
Date:	November 22, 2012

[Home](#) [Invoices](#) [Support](#)

[All Invoices](#) [Unpaid Invoices](#) [Payments](#) [Account Statement](#)

## Secure Payment by Check

Authorize payment now for Invoice 12312327 for the amount of \$12,443.00

Avrum Laurie  
1754 Sheriden Drive  
New York NY 125212

DATE

Pay to the  
order of

Avrumcorp Technology Group

\$

12,443.00

Twelve thousand four hundred and forty three / 100 DOLLARS

MEMO Invoice 12312327

Albert Einstein

MP

xxxxx46

xxxxxx78

Authorize Payment

By selecting 'Authorize Payment' you agree to the [terms of service](#)

Secu

Authori

**Almost there! We just need to make sure it's really you.**

We'll call you within 1 business day at the following number:

**416-484-4108**

Got a new number we should call? Update it [here](#).

Done



MEMO Invoice 12312327

Albert Einstein

MP

xxxxx46

xxxxxx78

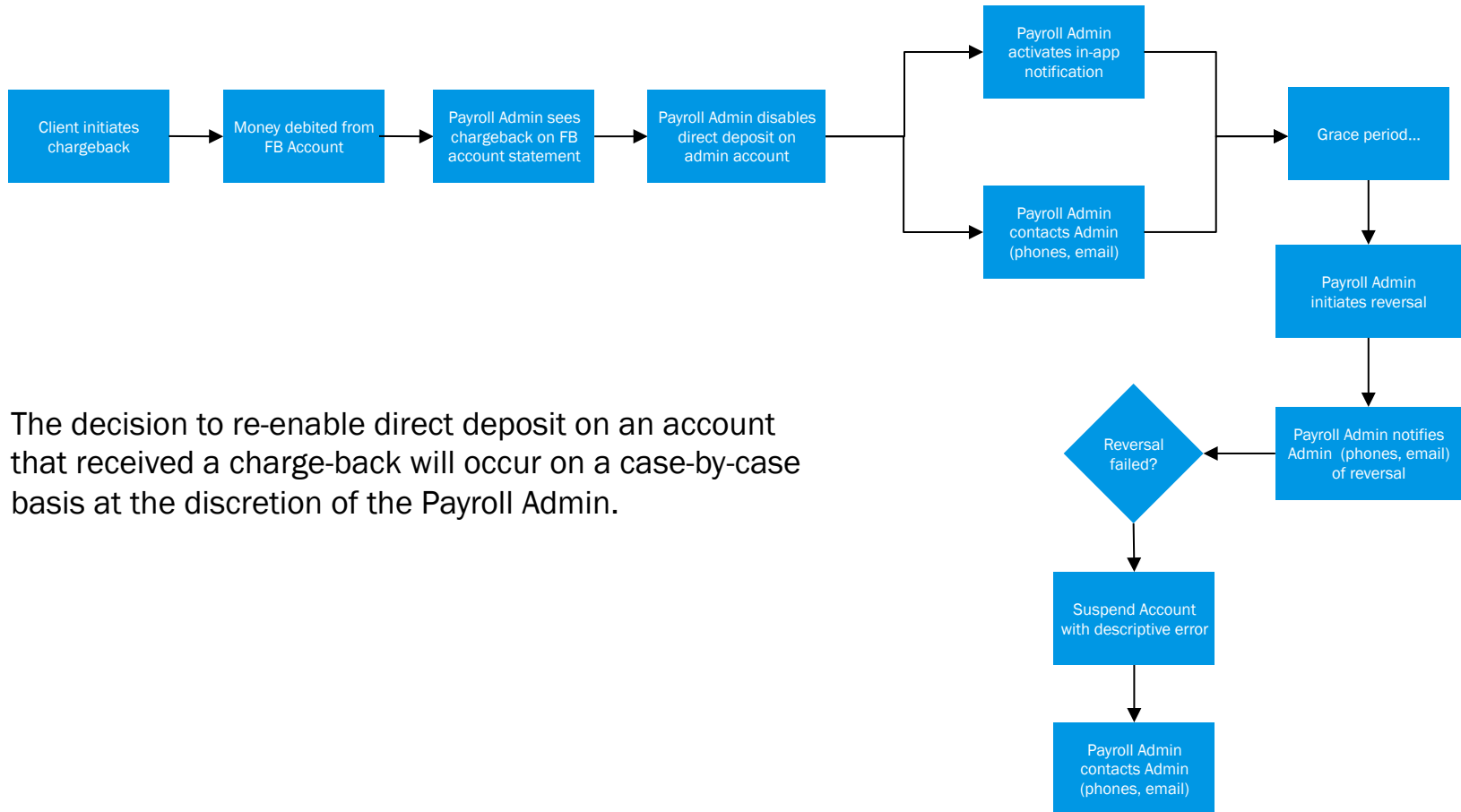
Authorize Payment

By selecting 'Authorize Payment' you agree to the [terms of service](#)

# Chargebacks



# Chargeback flow



The decision to re-enable direct deposit on an account that received a charge-back will occur on a case-by-case basis at the discretion of the Payroll Admin.

## Overview

## Received

Today

- Client
- Invoice
- Invoice
- Invoice
- Payment

## Received

Before Yesterday

- 10 out of 10 - Secondary Contact  
"They did an awesome job."

## FreshBooks Reports

Profit and Loss, Tax Summary, Expense Report, Revenue by Client and more insightful reports!



## Invoices &amp; Expenses

CAD

\$200.00

\$100.00

## Telco Inc. has initiated a chargeback on the payment for \$533.23 you received for Invoice 123121

Telco inc. instructed their bank to return the funds you received in payment for Invoice 123132. [Learn more about chagebacks.](#)

**Please contact FreshBooks customer support** as soon as possible to discuss this matter at 1-866-303-6061.

If we don't hear from you in 7 days, the funds will be automatically debited from your bank account.

Done

[Home](#) [People](#) [Invoices](#) [Estimates](#) [Expenses](#) [Time Tracking](#) [Reports](#) [More ▾](#)

[Invoices](#) [Recurring](#) [Received](#) [Items](#) [Payments](#)

## Payments

[+ New Payment](#)

<div> <a href="#">Delete Forever</a> <a href="#">Search</a> </div>						
<input type="checkbox"/>	Invoice	Client Name	Type	Note	Date ▾	Amount
<input type="checkbox"/>	<a href="#">787867754</a>	asdadas...	Check		11/30/12	0.00 GMD <a href="#">edit</a>
<input type="checkbox"/>	<a href="#">1-12312329</a>	asdas	Charge back		11/26/12	- 76.23 USD <a href="#">edit</a>
<input type="checkbox"/>	<a href="#">1-12312326</a>	Asdf	Check		11/23/12	13,920.00 USD <a href="#">edit</a>
<input type="checkbox"/>	<a href="#">787867756</a>	Abs beg	Check		10/11/12	472.51 USD <a href="#">edit</a>
<input type="checkbox"/>	<a href="#">787867789</a>	Secondary...	Check		09/18/12	120.00 USD <a href="#">edit</a>
<input type="checkbox"/>	<a href="#">787867756</a>	Abs beg	Check		09/18/12	0.00 USD <a href="#">edit</a>
<input type="checkbox"/>	<a href="#">787867717</a>	Coca cola Corp	Check		09/18/12	0.00 USD <a href="#">edit</a>
<input type="checkbox"/>	<a href="#">787867779</a>	The boat people	Cash		09/05/12	20.00 GMD <a href="#">edit</a>
<input type="checkbox"/>	<a href="#">787867778</a>	Jejej	Credit Card		09/05/12	120.00 USD <a href="#">edit</a>
<input type="checkbox"/>	credit	Abs beg	Check		08/24/12	65,655.00 USD <a href="#">edit</a>
<input type="checkbox"/>	<a href="#">787867733</a>	asdadas...	Check		08/22/12	126,394,785.00 <a href="#">edit</a> GMD
<input type="checkbox"/>	<a href="#">3658142</a>	asdadas...	Check		08/22/12	4,120,000.00 <a href="#">edit</a> GMD
<input type="checkbox"/>	<a href="#">787867701</a>	Coca cola Corp	Credit		08/02/12	0.00 USD <a href="#">edit</a>
<input type="checkbox"/>	<a href="#">3658145</a>	Issac Kelly	Check		07/27/12	69,221.76 GMD <a href="#">edit</a>
<input type="checkbox"/>	<a href="#">3658120</a>	Fff&54;;	Credit		07/11/12	21,301.79 CAD <a href="#">edit</a>

[Payments Collected Report](#)

1 2 3 4 5 [next](#) [all 5 pages](#)

**Total payments received:** 80,363.74 USD

130,584,026.76 GMD

21,301.79 CAD



**Your FreshBooks account has been suspended due to lorem ipso sum**

Please contact FreshBooks to settle your past-due payments and remove the suspension:

- Email: [support@freshbooks.com](mailto:support@freshbooks.com)
- Phone:
  - Toll-free in North America – 1-866-303-6061
  - Worldwide – +1-416-481-6946

Statuses

# Invoice Statuses

Status	Existing	Meaning
Pending	Yes	Payment has been initiated by your client but the funds have not been withdrawn from their account yet.
Funds available	No	We have withdrawn the funds from your client's account and they're being dispersed to your account shortly
Paid	Yes	We have dispersed the funds to your account.
Failed*	Yes	<p>Payment has failed for one or more of your employees. [Reason]</p> <p>Only NSF failures will allow admins to retry and then only a certain number of times (rules defined by NACHA)</p>

\*Payment failure emails will also be sent to notify admins of issues (as with other gateways).

# Appendix


[Upload your logo](#)

Home

People

Invoices

Estimates

Expenses

Time Tracking

Reports

More ▾

Invoices

Recurring

Received

Items

Payments

## Invoice: 1-12312329

Edit

Send



PDF

Print

Refund

PAID

Versify Corp  
Qwerty123  
asdas AL A1B2C3  
United States  
Phone: 4169858130

## INVOICE



This exists?

asdas  
Avrum Laureui

Invoice #:	1-12312329
Date:	November 26, 2012
Amount Due USD:	\$0.00

Task	Time Entry Notes	Rate (\$)	Hours	Line Total (\$)
123456789012345 678901234567890 123456789012345 67890	50 charactersasdasd	25.41	3	76.23
		Subtotal:		76.23
		Total:		76.23
		Amount Paid:		-76.23
		Balance Due USD:		\$0.00
asdasdasasasadsa				



## Are you sure you want to refund payment on this invoice?

Refunding payment on this invoice will initiate a payment to Avrum Laurie in the amount of \$76.23.

Are you sure you want to proceed?

Yes, refund payment

[Cancel](#)

Amount Due USD: \$0.00

Task	Time Entry Notes	Rate (\$)	Hours	Line Total (\$)
123456789012345 678901234567890 123456789012345 67890	50 charactersasdasd	25.41	3	76.23
Subtotal:				76.23
Total:				76.23
Amount Paid:				-76.23
Balance Due USD:				\$0.00
asdasdasasasadsa				


[Upload your logo](#)

Home

People

Invoices

Estimates

Expenses

Time Tracking

Reports

More ▾

Invoices

Recurring

Received

Items

Payments



## The refund was successfully initiated

A refund of \$76.23 was recorded and initiated for invoice 1-12312329.

### Invoice: 1-12312329

Edit

Send ▾

PDF

Print

REFUND PENDING

Versify Corp  
Qwerty123  
asdas AL A1B2C3  
United States  
Phone: 4169858130

INVOICE



This exists?

asdas  
Avrum Laureui

Invoice #:	1-12312329
Date:	November 26, 2012
Amount Due USD:	\$0.00

Task	Time Entry Notes	Rate (\$)	Hours	Line Total (\$)
123456789012345 678901234567890 123456789012345 67890	50 charactersasdasd	25.41	3	76.23
Subtotal:				76.23
Total:				76.23
Amount Paid:				-76.23
Balance Due USD:				\$0.00
asdasdasasasadsa				

[Home](#) [People](#) [Invoices](#) [Estimates](#) [Expenses](#) [Time Tracking](#) [Reports](#) [More ▾](#)

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## Payments

[+ New Payment](#)

<div> <a href="#">Delete Forever</a> <a href="#">Search</a> </div>						
	Invoice	Client Name	Type	Note	Date ▾	Amount
<input type="checkbox"/>	<a href="#">787867754</a>	asdadas...	Check		11/30/12	0.00 GMD <a href="#">edit</a>
<input type="checkbox"/>	<a href="#">1-12312329</a>	asdas	Refund		11/26/12	- 76.23 USD <a href="#">edit</a>
<input type="checkbox"/>	<a href="#">1-12312326</a>	Asdf	Check		11/23/12	13,920.00 USD <a href="#">edit</a>
<input type="checkbox"/>	<a href="#">787867756</a>	Abs beg	Check		10/11/12	472.51 USD <a href="#">edit</a>
<input type="checkbox"/>	<a href="#">787867789</a>	Secondary...	Check		09/18/12	120.00 USD <a href="#">edit</a>
<input type="checkbox"/>	<a href="#">787867756</a>	Abs beg	Check		09/18/12	0.00 USD <a href="#">edit</a>
<input type="checkbox"/>	<a href="#">787867717</a>	Coca cola Corp	Check		09/18/12	0.00 USD <a href="#">edit</a>
<input type="checkbox"/>	<a href="#">787867779</a>	The boat people	Cash		09/05/12	20.00 GMD <a href="#">edit</a>
<input type="checkbox"/>	<a href="#">787867778</a>	Jejej	Credit Card		09/05/12	120.00 USD <a href="#">edit</a>
<input type="checkbox"/>	credit	Abs beg	Check		08/24/12	65,655.00 USD <a href="#">edit</a>
<input type="checkbox"/>	<a href="#">787867733</a>	asdadas...	Check		08/22/12	126,394,785.00 <a href="#">edit</a> GMD
<input type="checkbox"/>	<a href="#">3658142</a>	asdadas...	Check		08/22/12	4,120,000.00 <a href="#">edit</a> GMD
<input type="checkbox"/>	<a href="#">787867701</a>	Coca cola Corp	Credit		08/02/12	0.00 USD <a href="#">edit</a>
<input type="checkbox"/>	<a href="#">3658145</a>	Issac Kelly	Check		07/27/12	69,221.76 GMD <a href="#">edit</a>
<input type="checkbox"/>	<a href="#">3658120</a>	Fff&54;;	Credit		07/11/12	21,301.79 CAD <a href="#">edit</a>

[Payments Collected Report](#)

1 2 3 4 5 [next](#) [all 5 pages](#)

**Total payments received:** 80,363.74 USD  
130,584,026.76 GMD  
21,301.79 CAD

Admin paper  
check deposit

Home

People

Invoices

Estimates

Expenses

Time Tracking

Reports

More ▾

Invoices

Recurring

Received

Items

Payments

## Enter Payment

### Invoice #1-12312323 for Banana

Payment (USD)

529.00

Method

Check ▾

☒ Pay in full

Date

11/23/12



Invoice Amount

\$529.00

Notes

☐ Send [payment notification email](#)

### Have you deposited this check yet?

Skip the trip to the bank and deposit it electronically now.

1

Snap a photo of the check and upload it.

[Browser your computer....](#)

2

Fill out the check details

Avrum Laurie  
1754 Sheriden Drive  
New York NY 125212

DATE

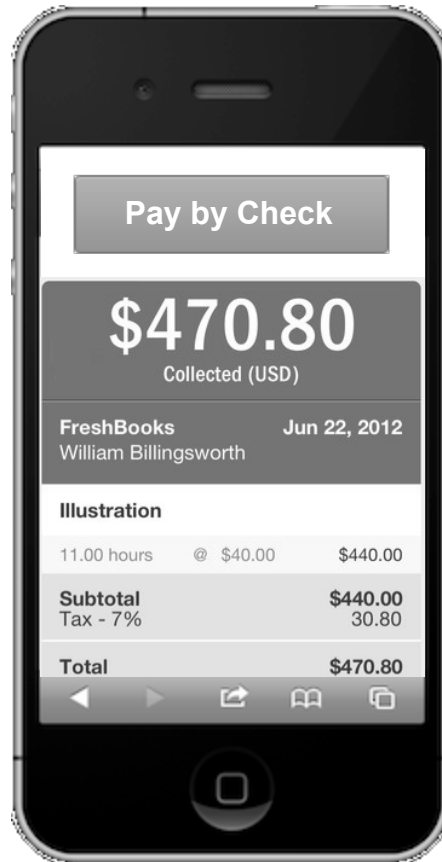
Pay to the  
order of

Avrumcorp Technology Group

\$

12,443.00

# Mobile Setup



Pay by Check

**\$470.80**

Collected (USD)

**FreshBooks**

**Jun 22, 2012**

William Billingsworth

**Illustration**

11.00 hours @ \$40.00 \$440.00

**Subtotal** \$440.00  
Tax - 7% 30.80

**Total** \$470.80

