Invoice Payment

You’re welcome

You’re welcome

for scheduling a 2 hour meeting at 4pm on Friday

You’re welcome

for scheduling a 2 hour meeting at 4pm on Friday

(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,	

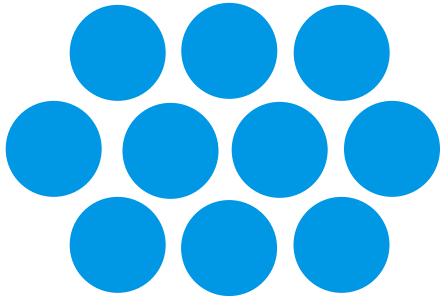
- But what about the clients? What's our target market?

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

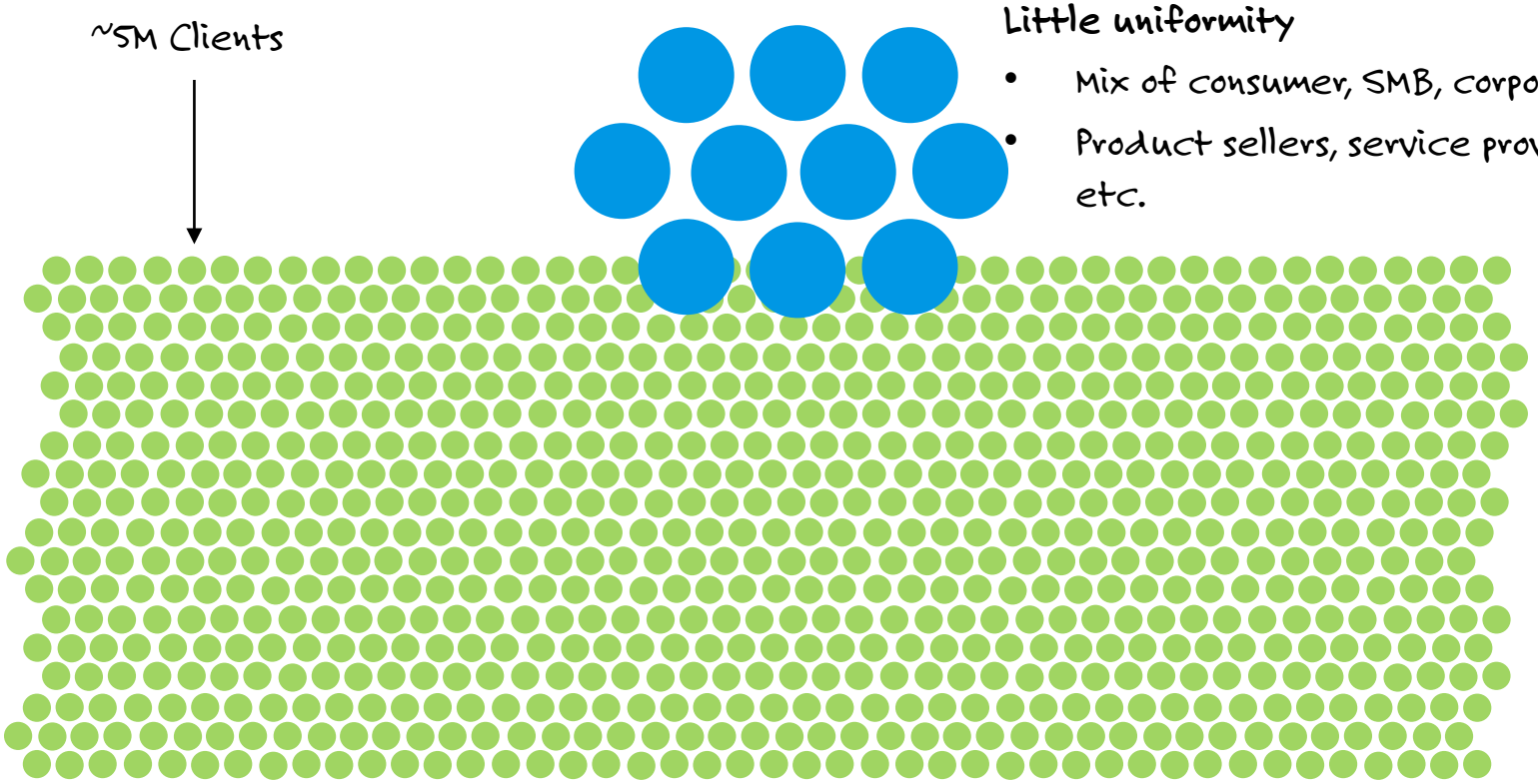
~90K Active
FreshBooks customers



Lots of uniformity...

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

The client market



Little uniformity

- Mix of consumer, SMB, corporate
- Product sellers, service providers, etc.

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

- Designing a product for a market with such little uniformity is a challenge
  - Can we eliminate any segments in this market?

1. ~~Corporate clients~~ ← Rigid AR departments with no flexibility regarding payment method
2. Small business clients
3. Consumer clients

The client market

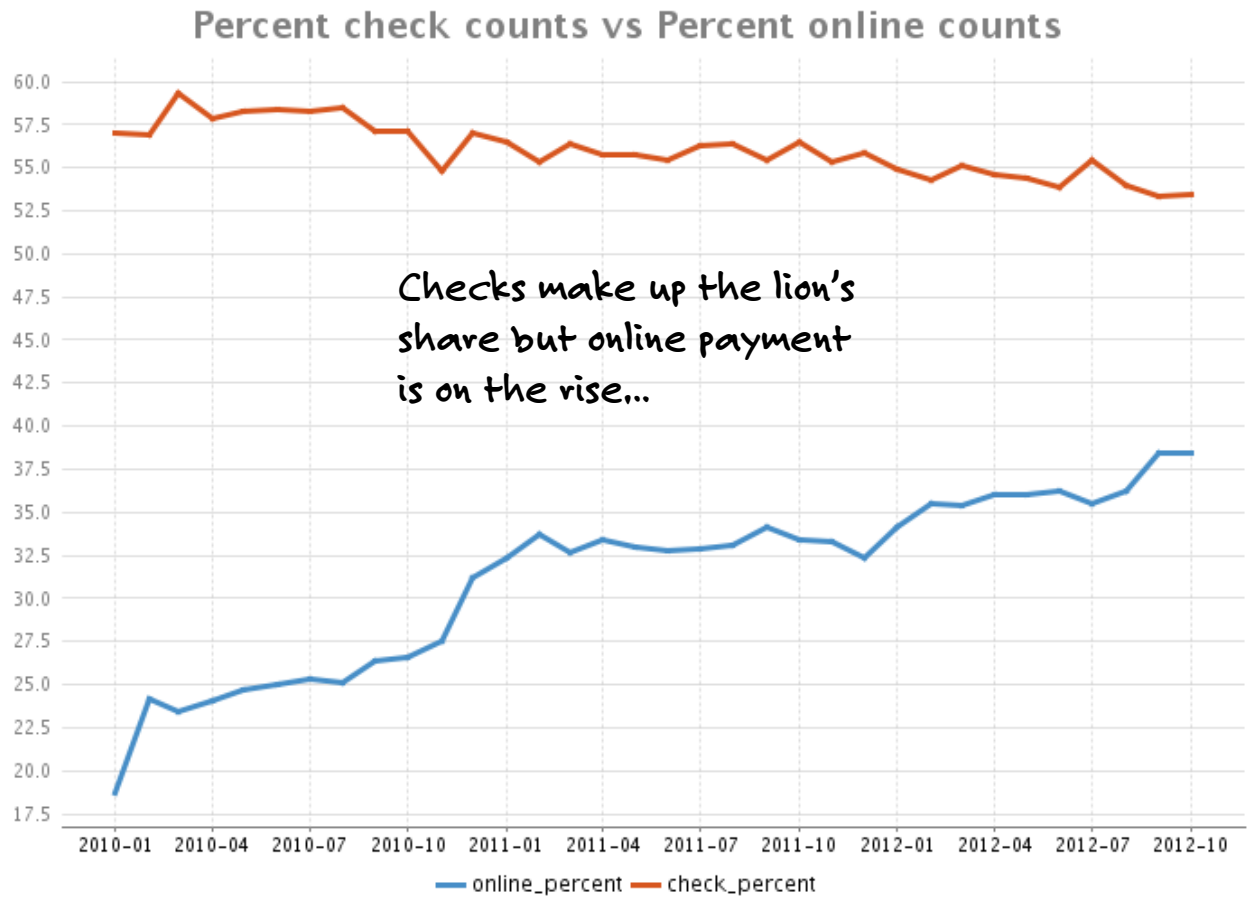
- Designing a product for a market with such little uniformity is a challenge
  - Can we eliminate any segments in this market?

1. ~~Corporate clients~~
2. Small business clients
3. Consumer clients

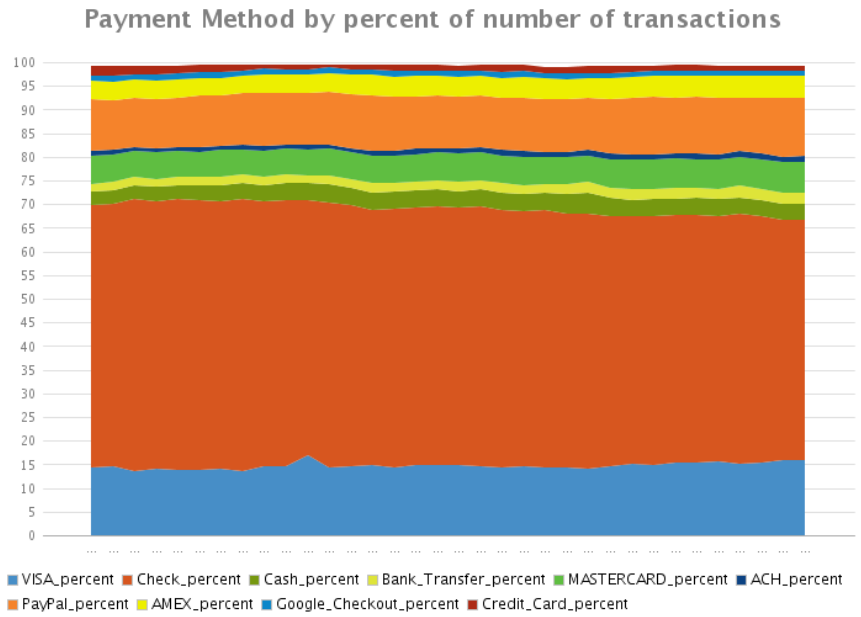
Clients who currently pay:

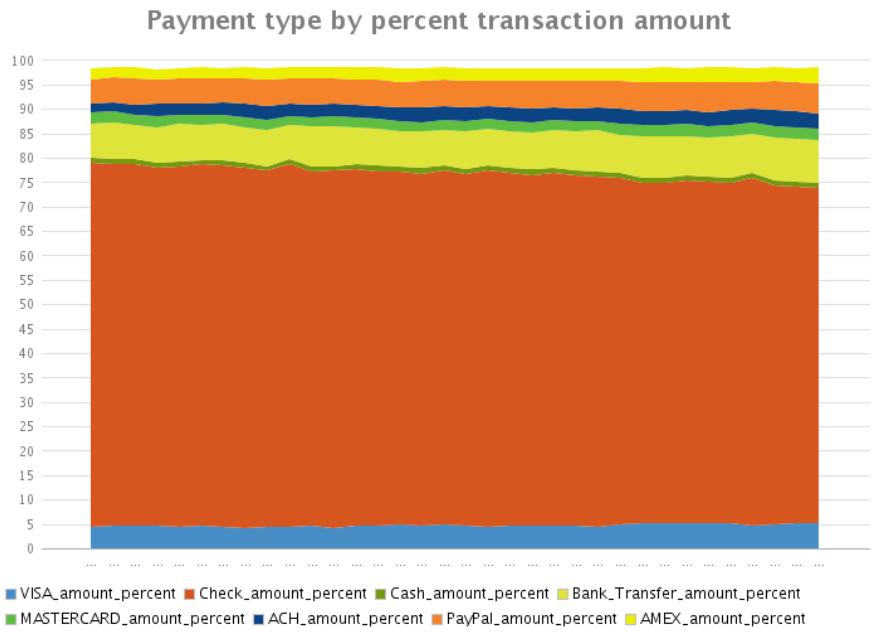
- By check
- Online (CC, ACH)
- Some other way

The client market



The client market





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 21st 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.

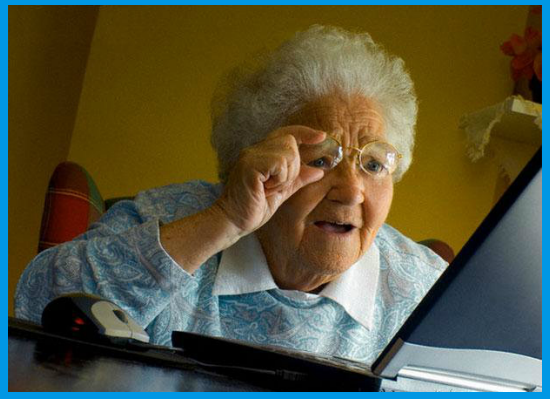
How do we build an experience optimized for them or that builds on their existing behaviors?

Problem, Learning, Opportunity:

What the hell is online payment?

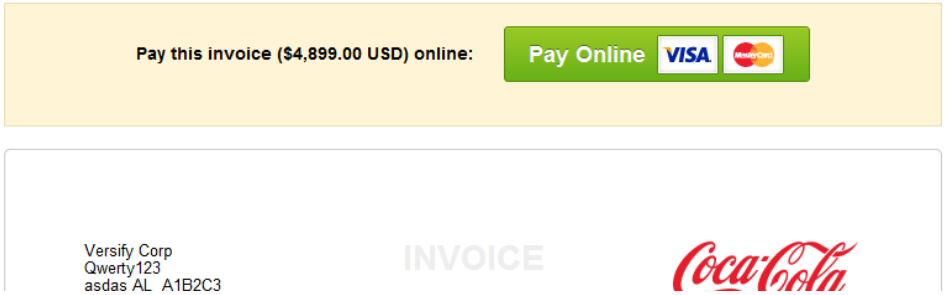
Problem, Learning, Opportunity:

What the hell is online payment?



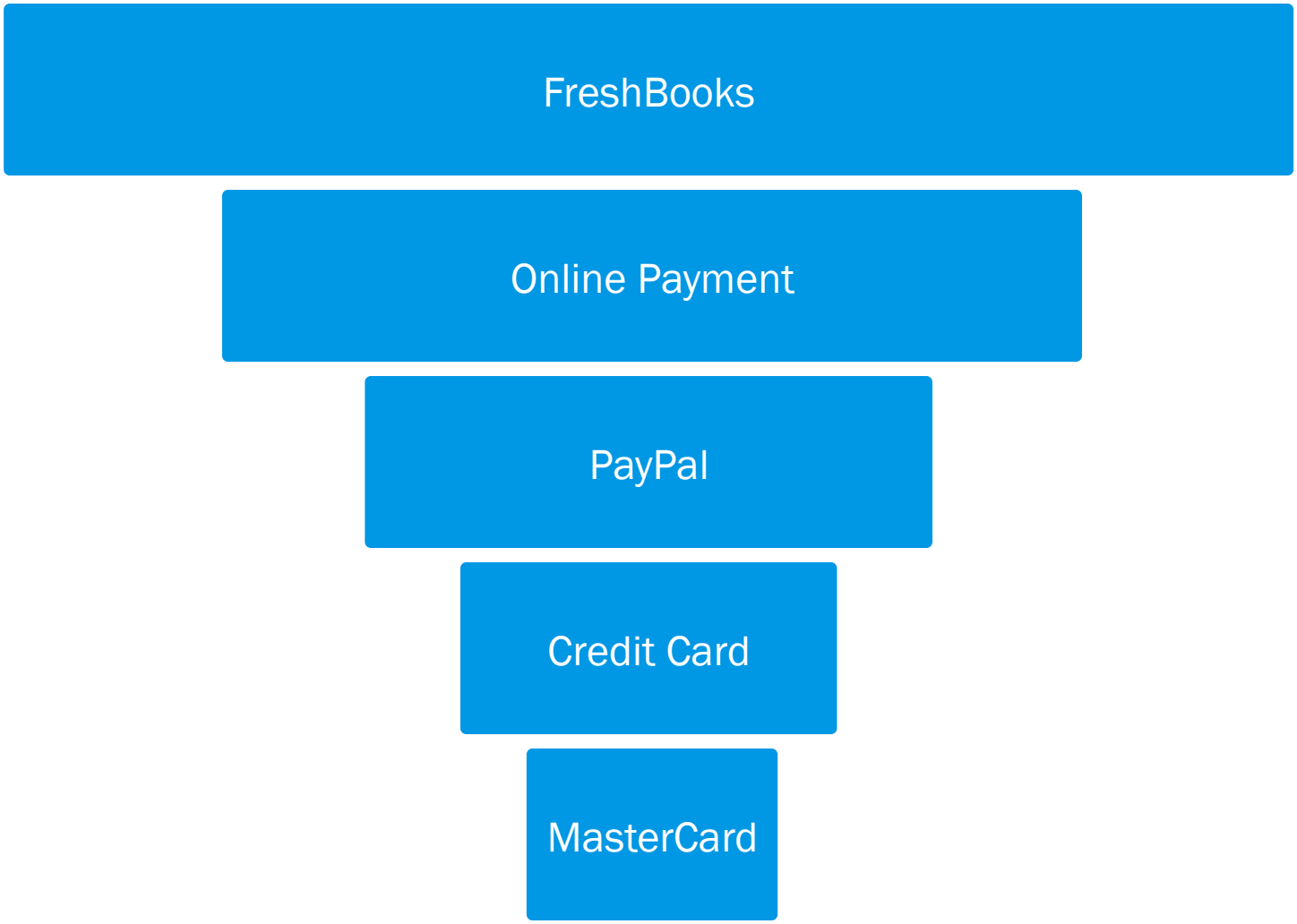
What the hell is online payment?

- 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

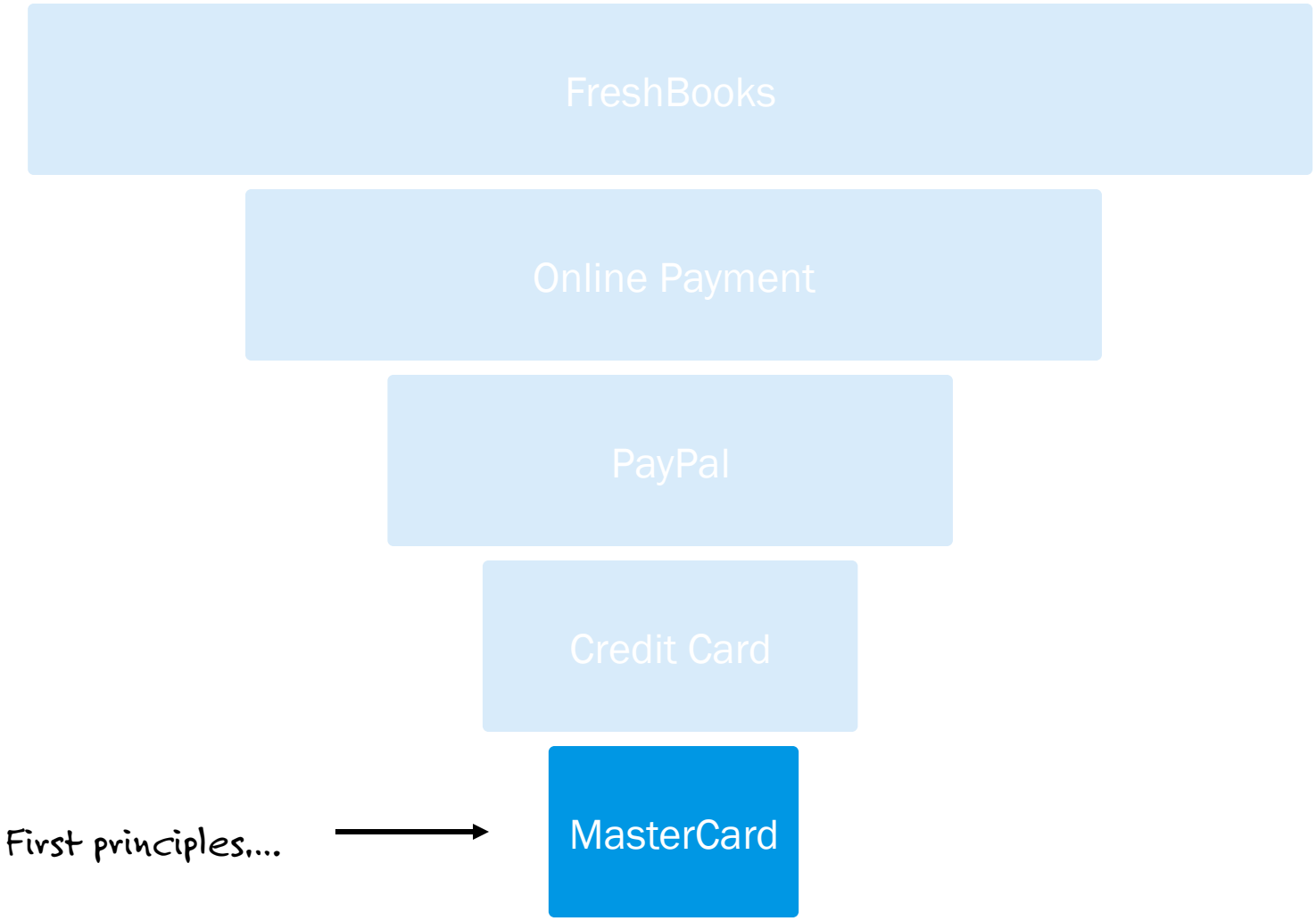


- Poor understanding is compounded by:
  - a lack of trust
  - an assumption of complexity (e.g. “I probably need a PayPal account”)
  - and ultimately an unwillingness to accept it

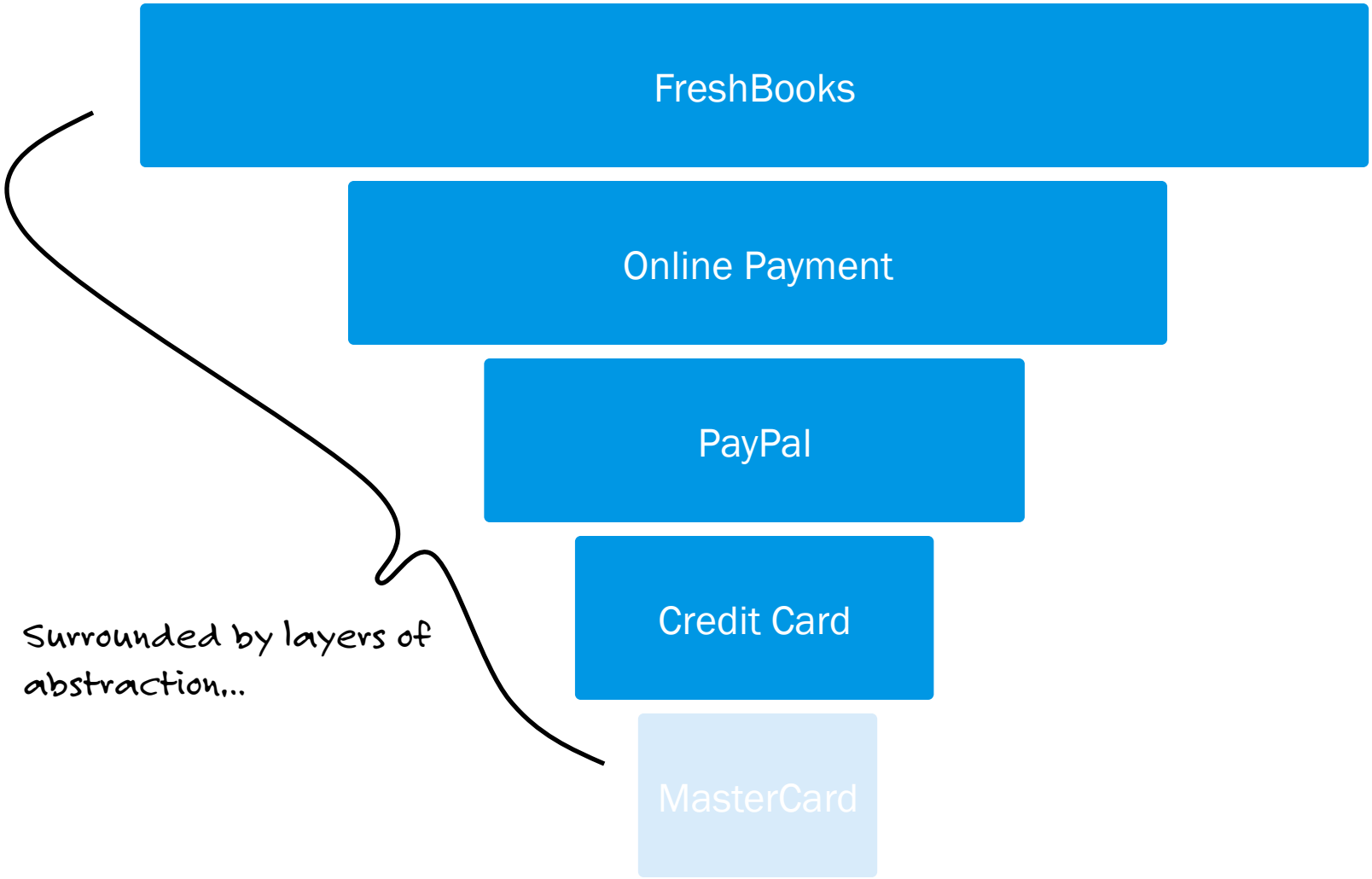
How deep the rabbit hole goes...



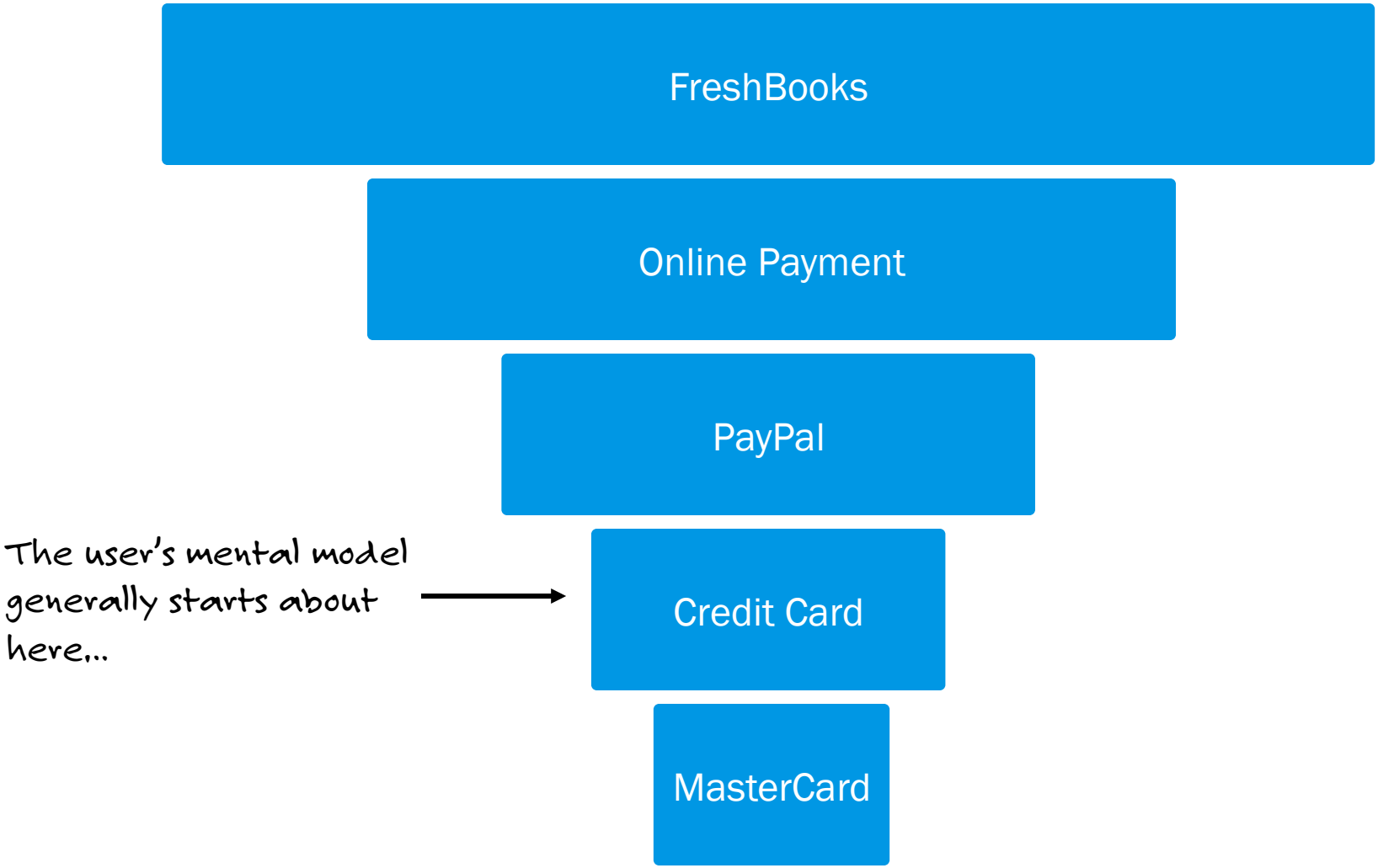
How deep the rabbit hole goes...



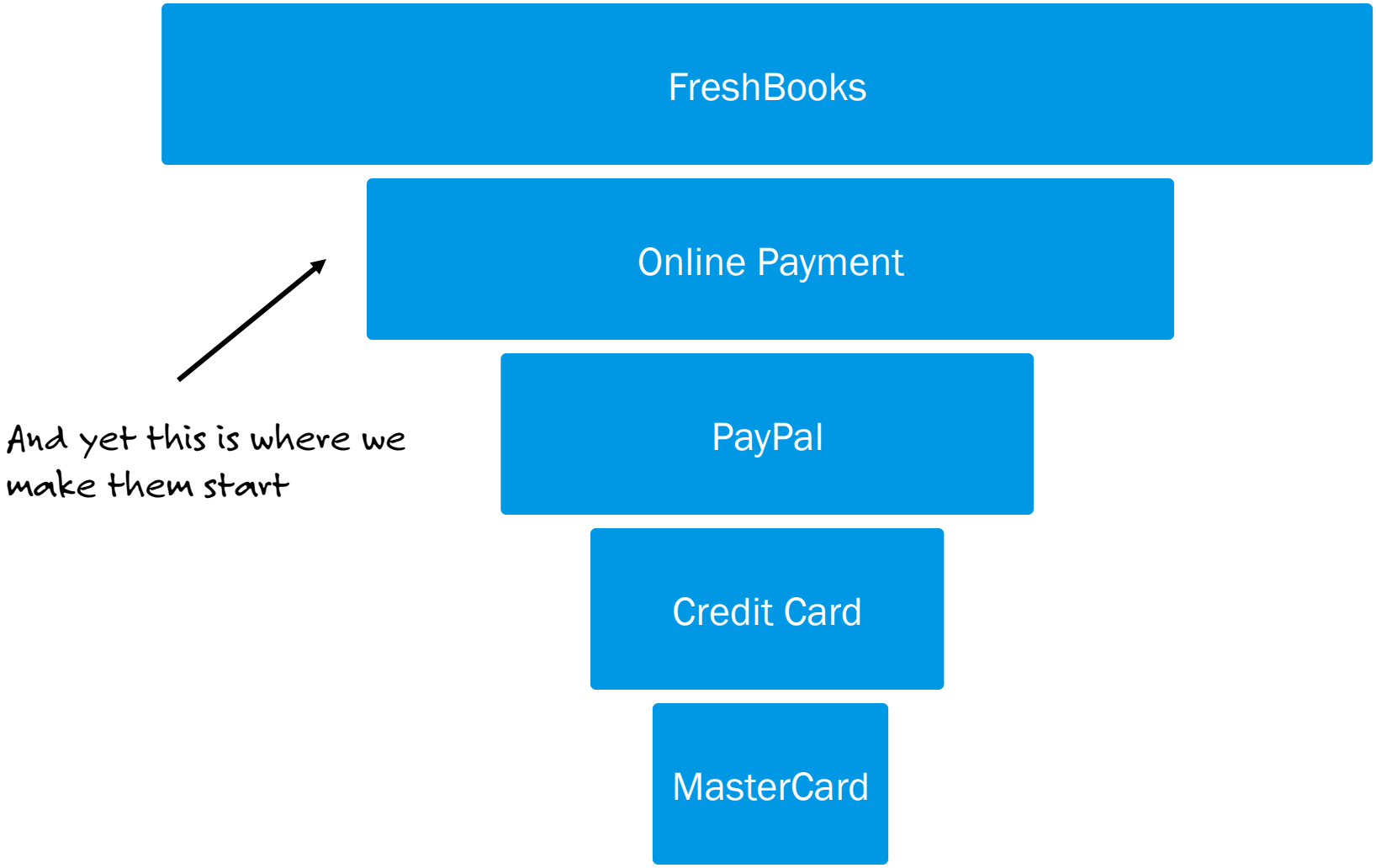
How deep the rabbit hole goes...



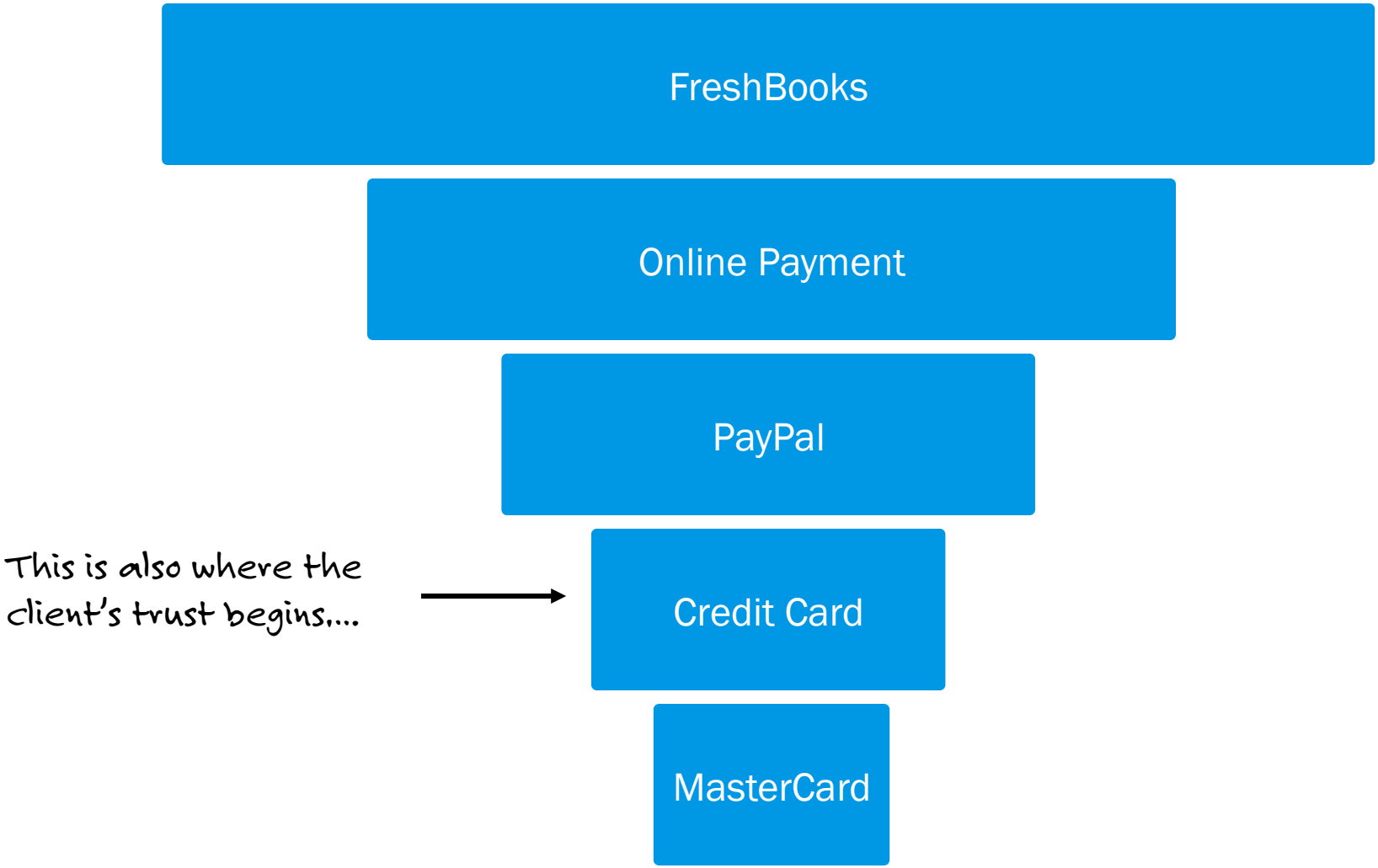
How deep the rabbit hole goes...



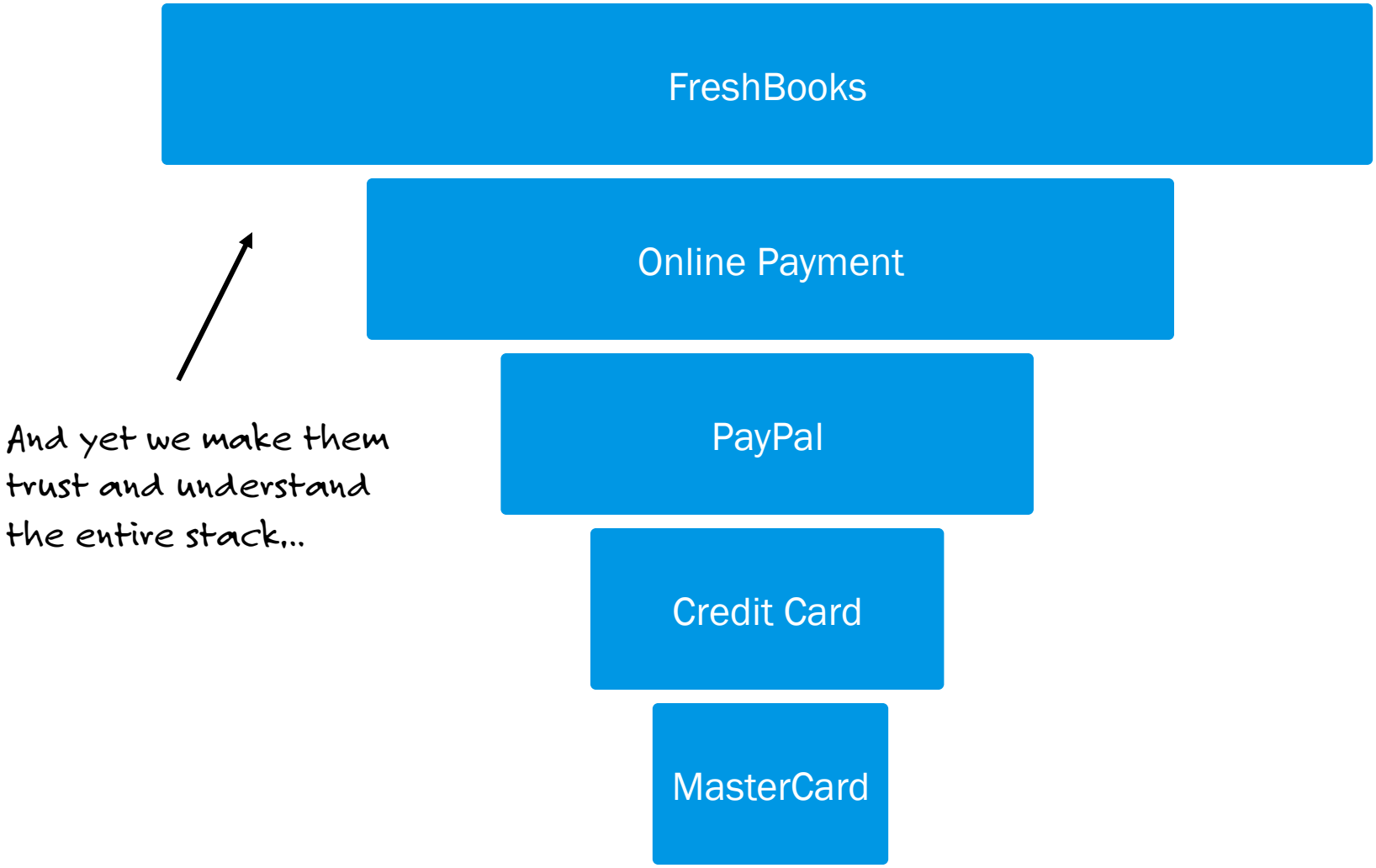
How deep the rabbit hole goes...



How deep the rabbit hole goes...

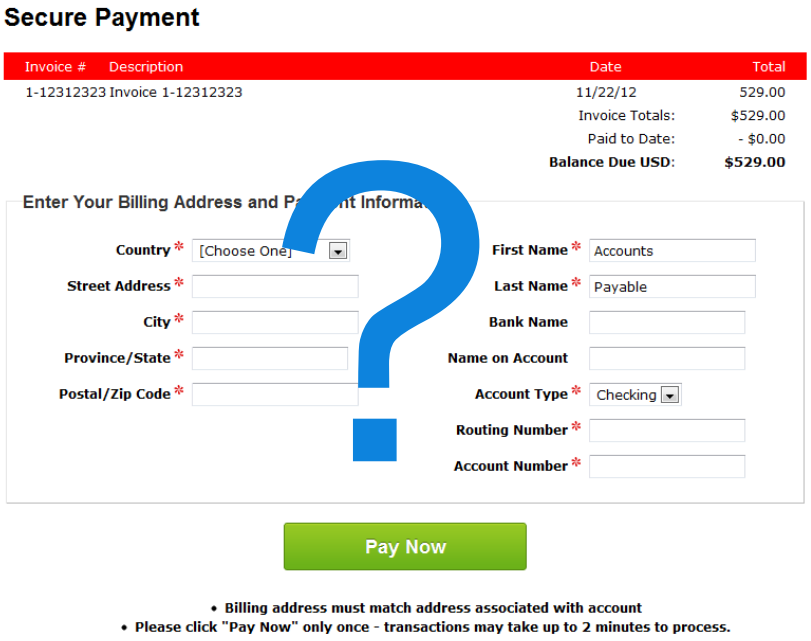


How deep the rabbit hole goes...



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



“It’s just like a check”

- Said no one, ever

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:

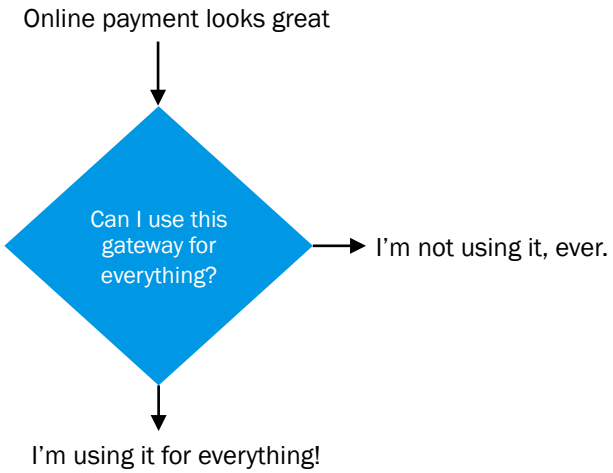
F#@$*% Fees

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

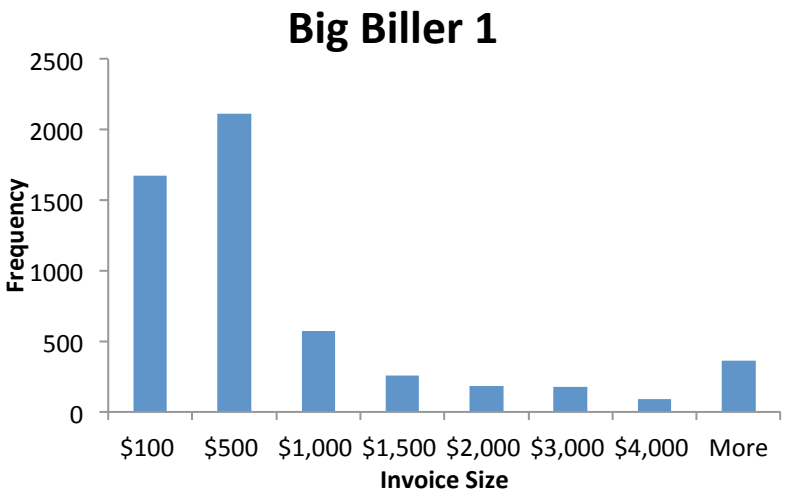
Our customers vs. PayPal customers

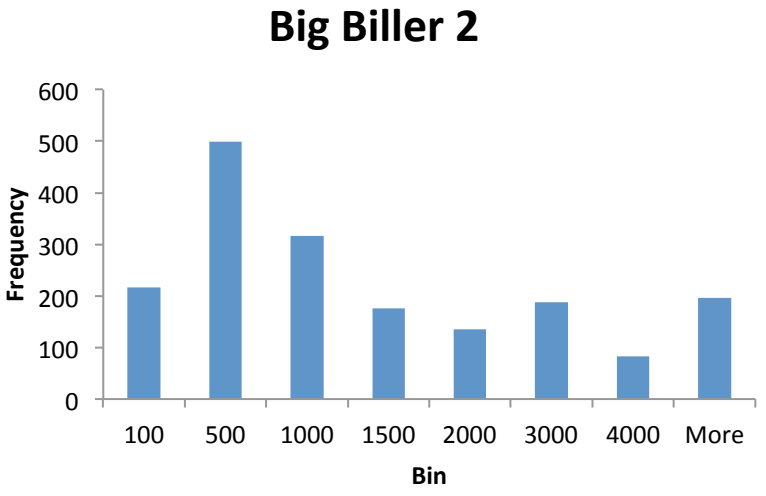
	FreshBooks Customer	Paypal Customer
General Description	Small Service provider - i.e a web developer	Small good seller – i.e. eBay merchant
Total Transaction Volume	Low ($100K a year)	High ($500K a year)
Average Transaction Size	High ($2K)	Low ($50)
Number of Transactions	Low (50 a year)	High (10K a 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

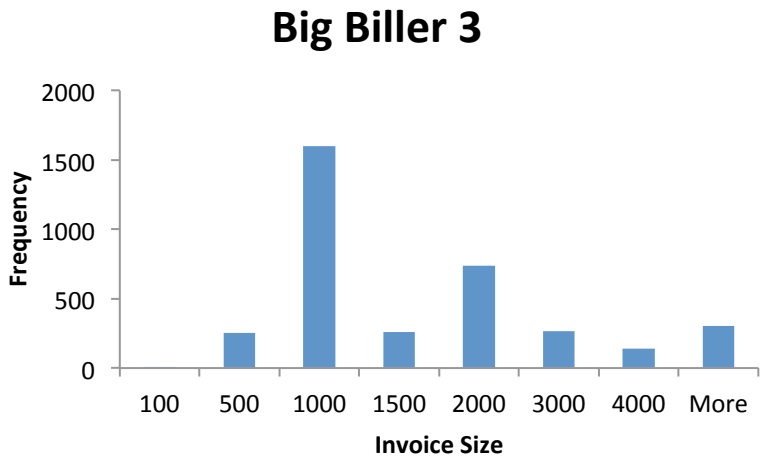
F#@$*% fees

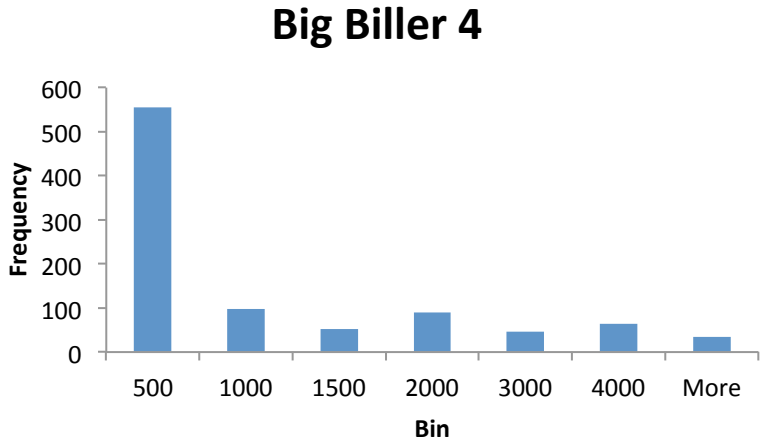
- Our customers don’t base the decision their average invoice size; this isn’t a meaningful, or known measure
- The question is simple: “Can I afford to use this for everything?”

Distribution of Invoice Sizes

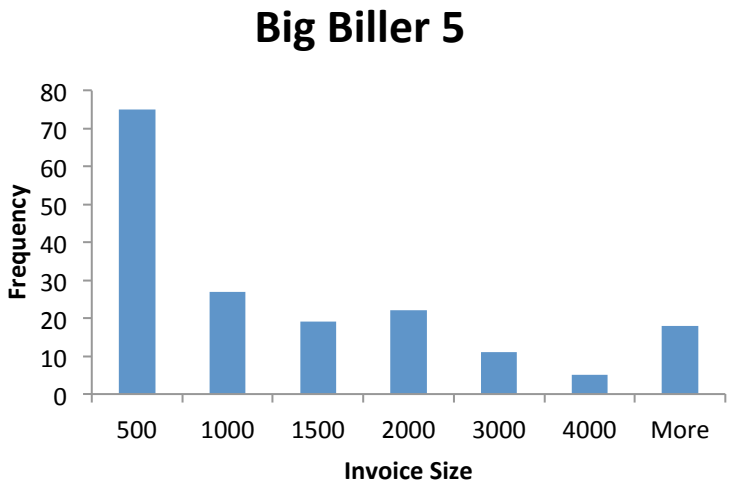


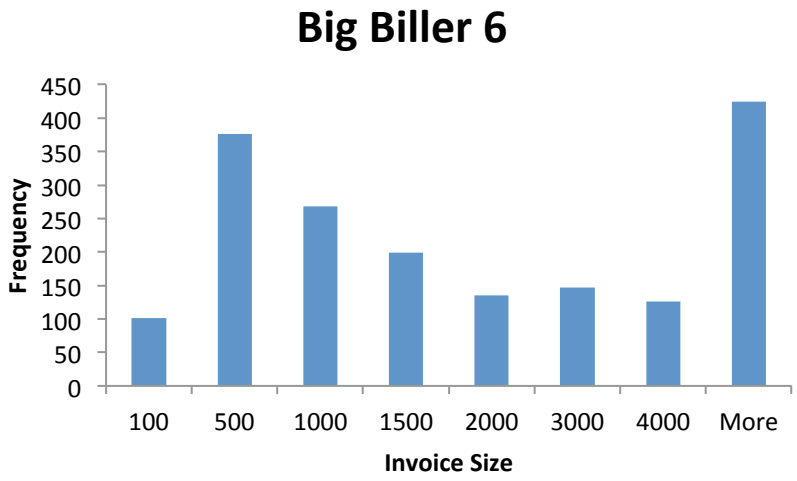


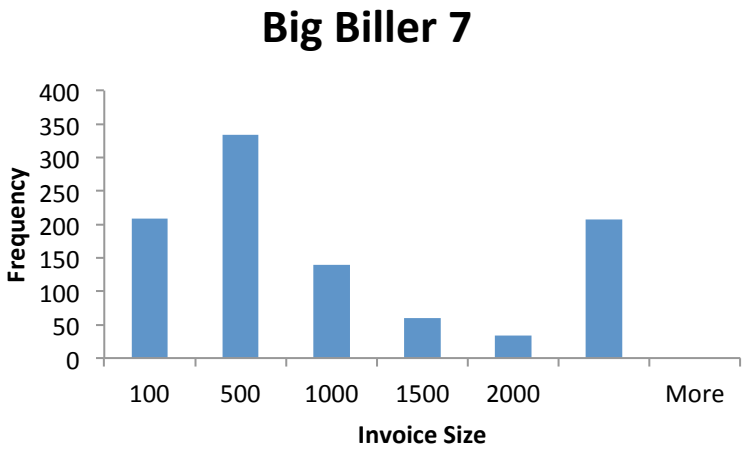


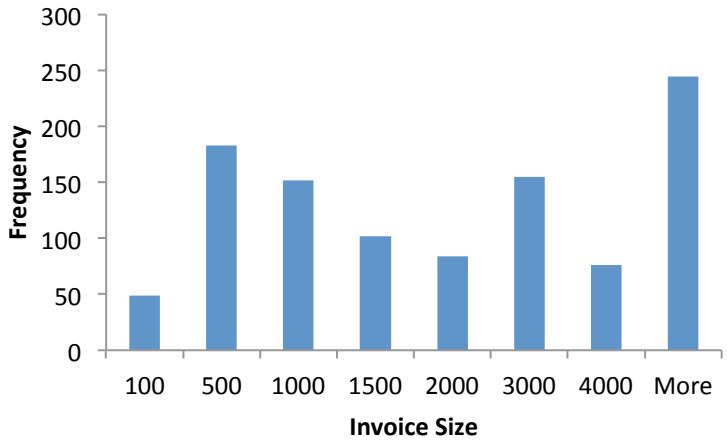


Distribution of Invoice Sizes

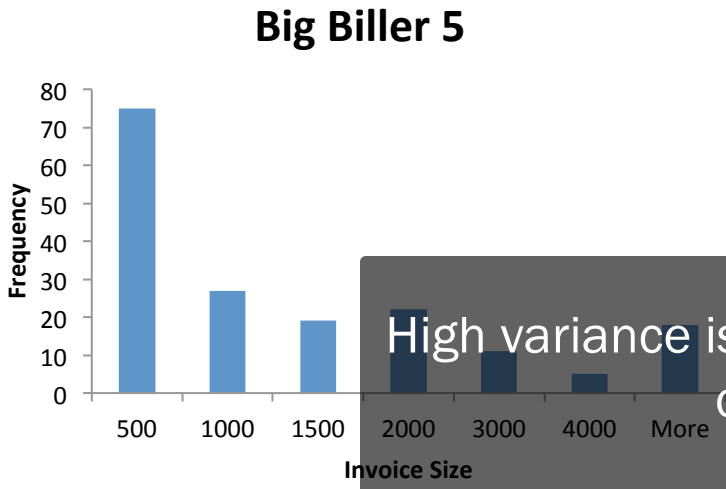


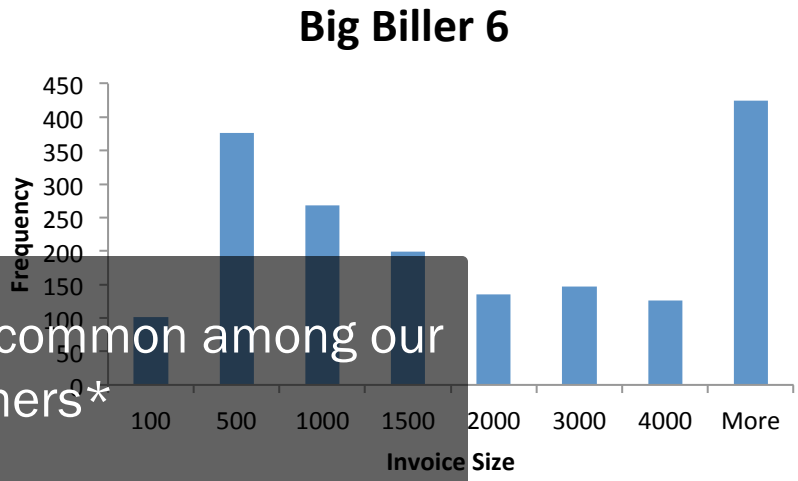






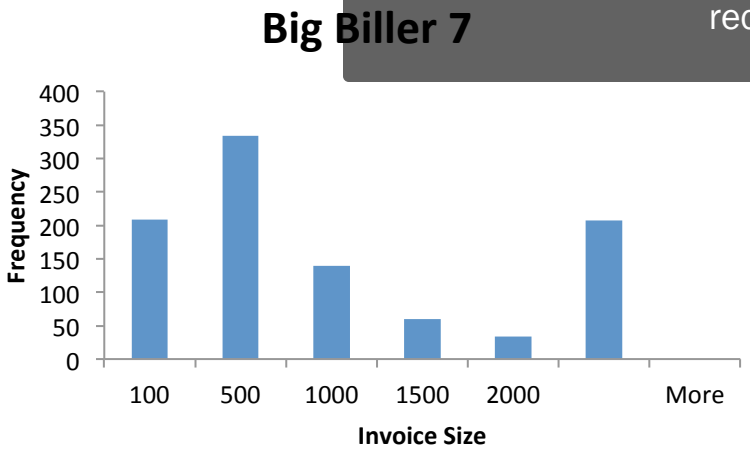
Distribution of Invoice Sizes

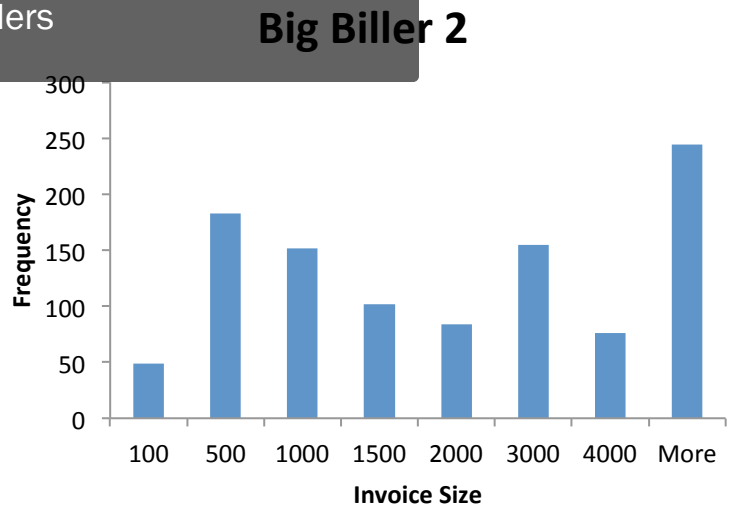




High variance is very common among our customers*

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





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.

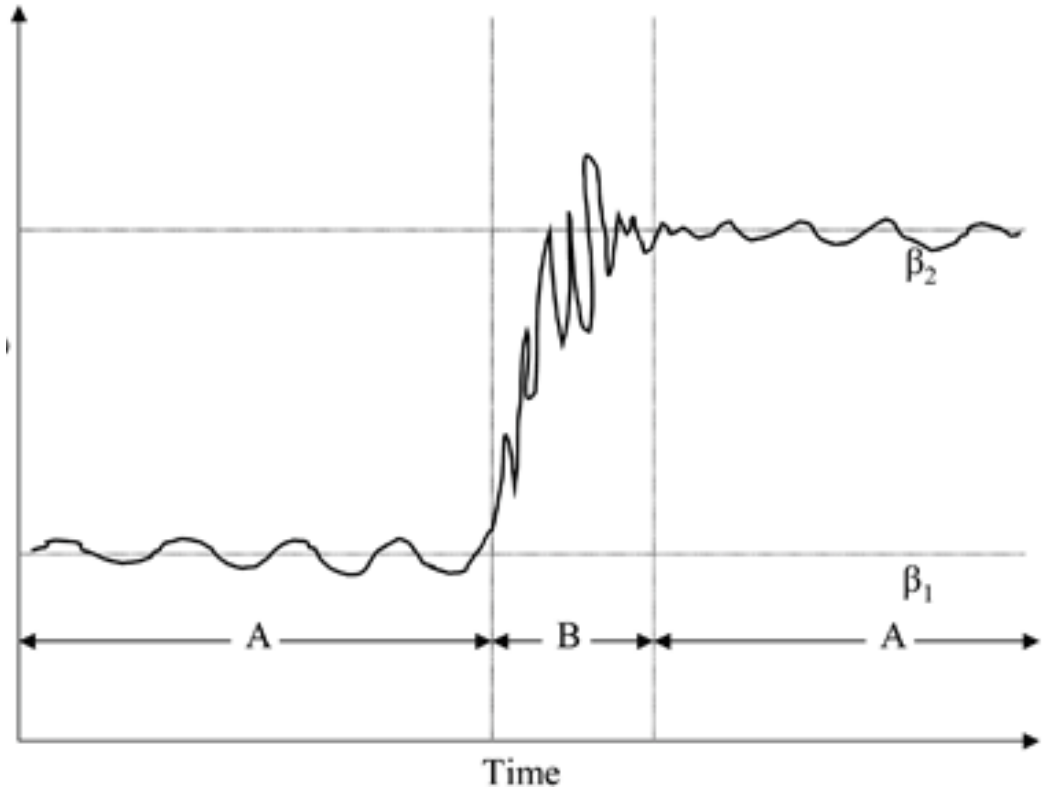
Big billers also bill small, so our fee structure should give our customers (e.g. small service providers) the confidence that we'll be a fit no matter what.

Problem, Learning, Opportunity:

Setup is Hell

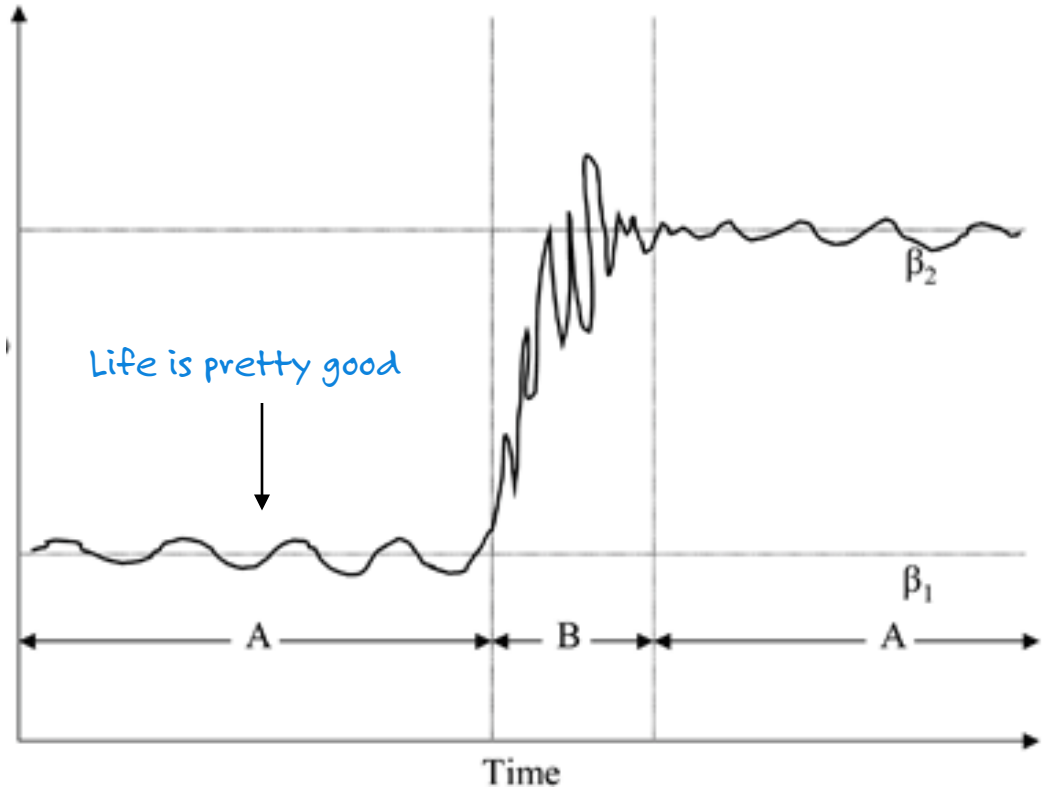
Setup is Hell

- Setting up online payment follows a model of punctured equilibrium



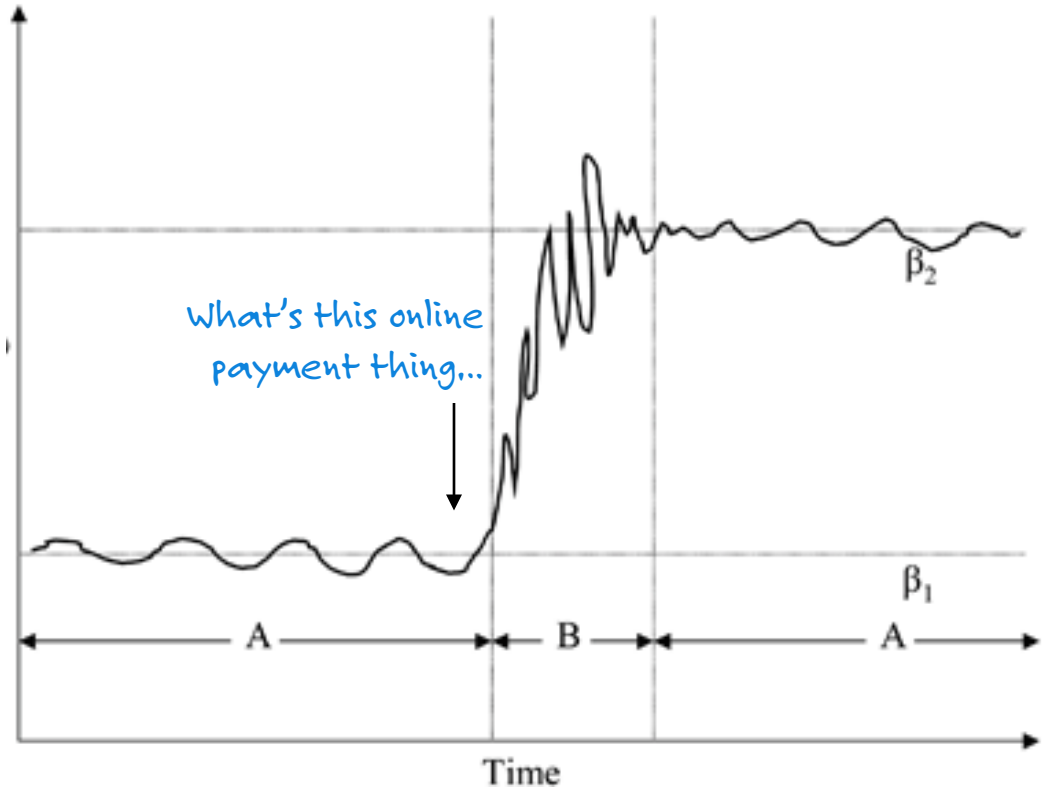
Setup is Hell

- Setting up online payment follows a model of punctured equilibrium



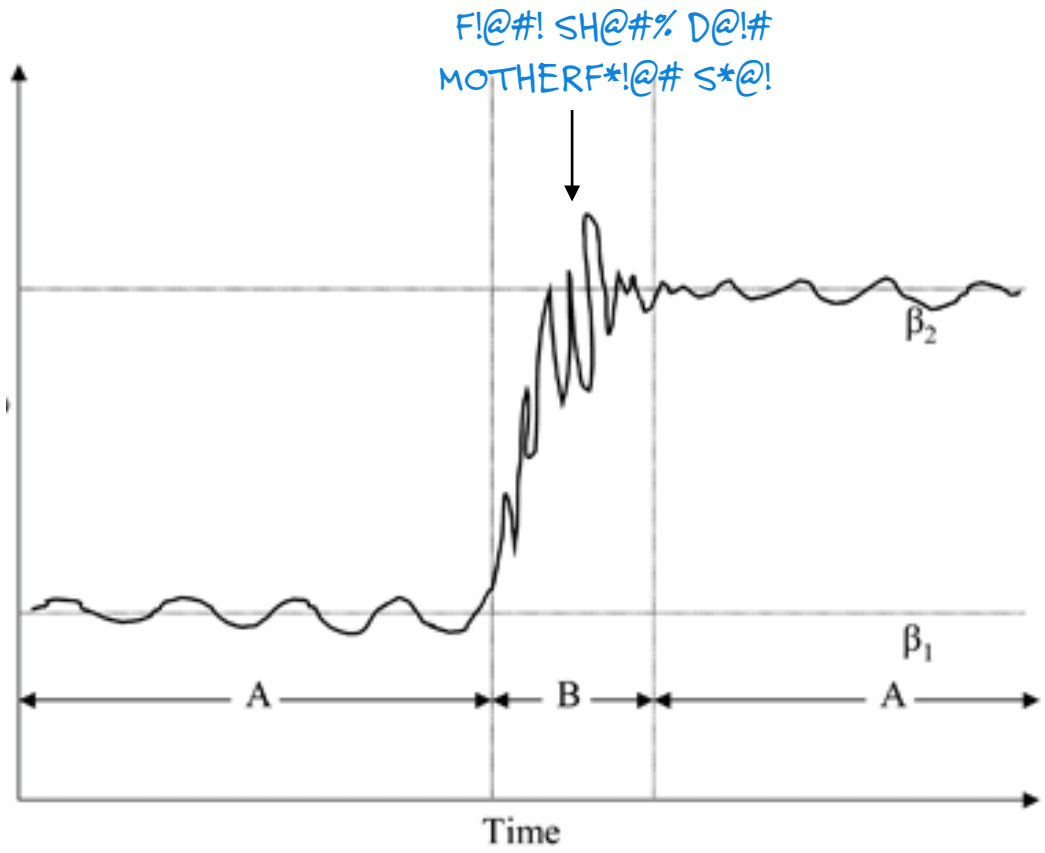
Setup is Hell

- Setting up online payment follows a model of punctured equilibrium



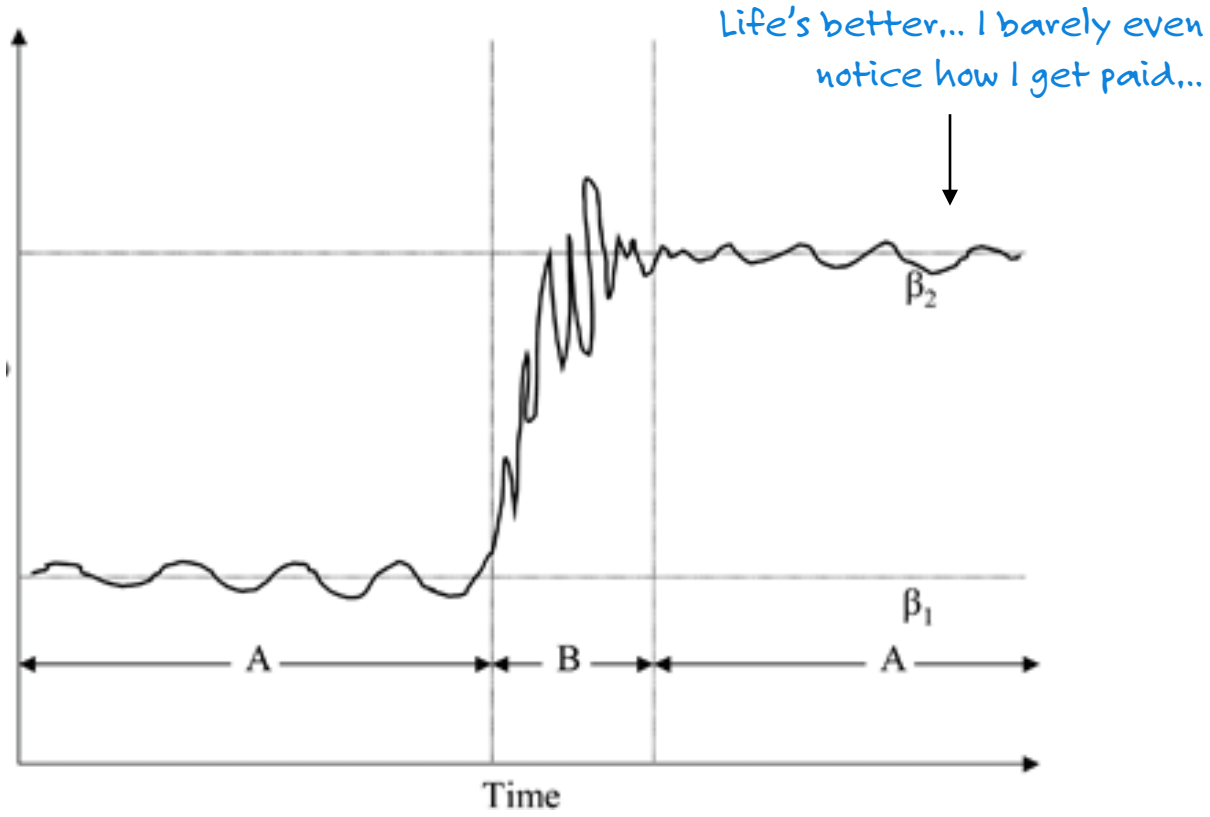
Setup is Hell

- Setting up online payment follows a model of punctured equilibrium



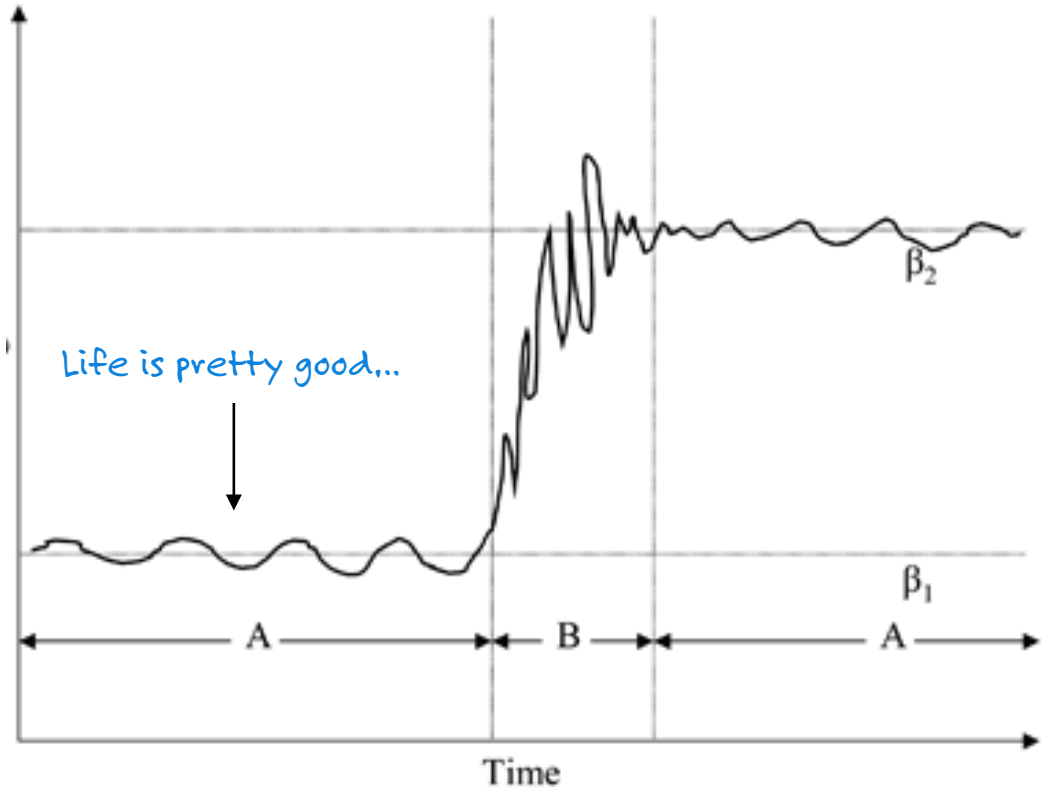
Setup is Hell

- Setting up online payment follows a model of punctured equilibrium



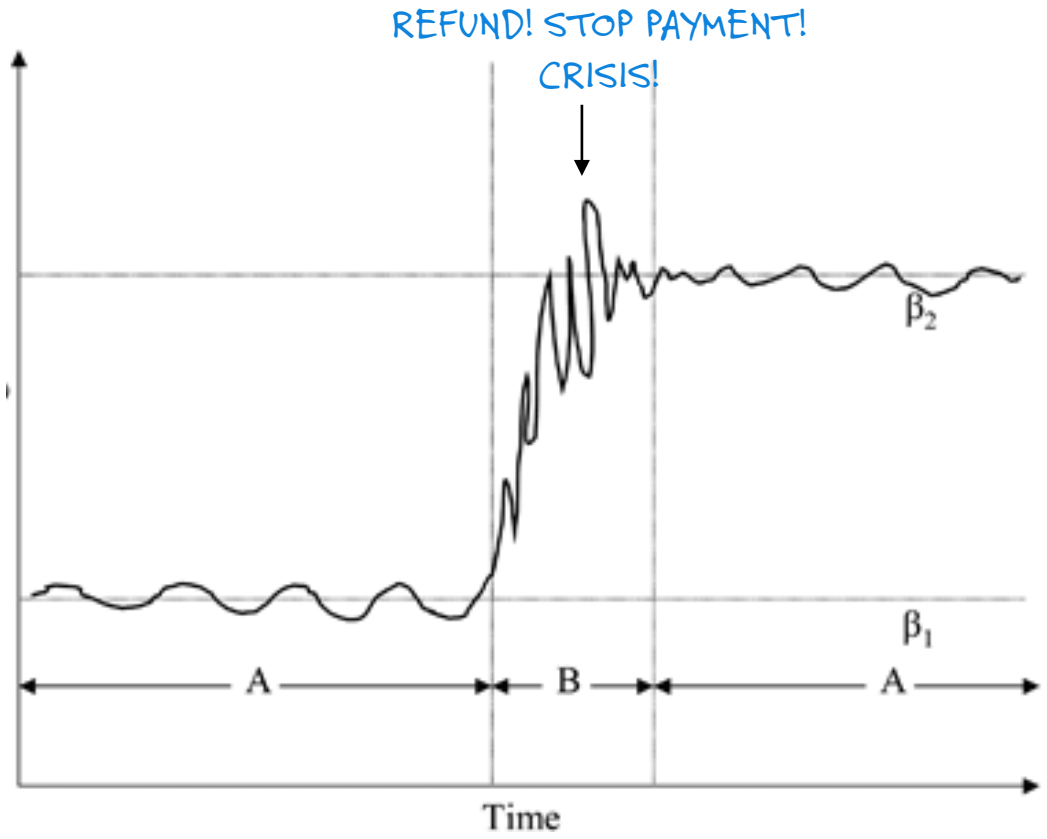
Setup is Hell

- The same model applies for the post-setup experience



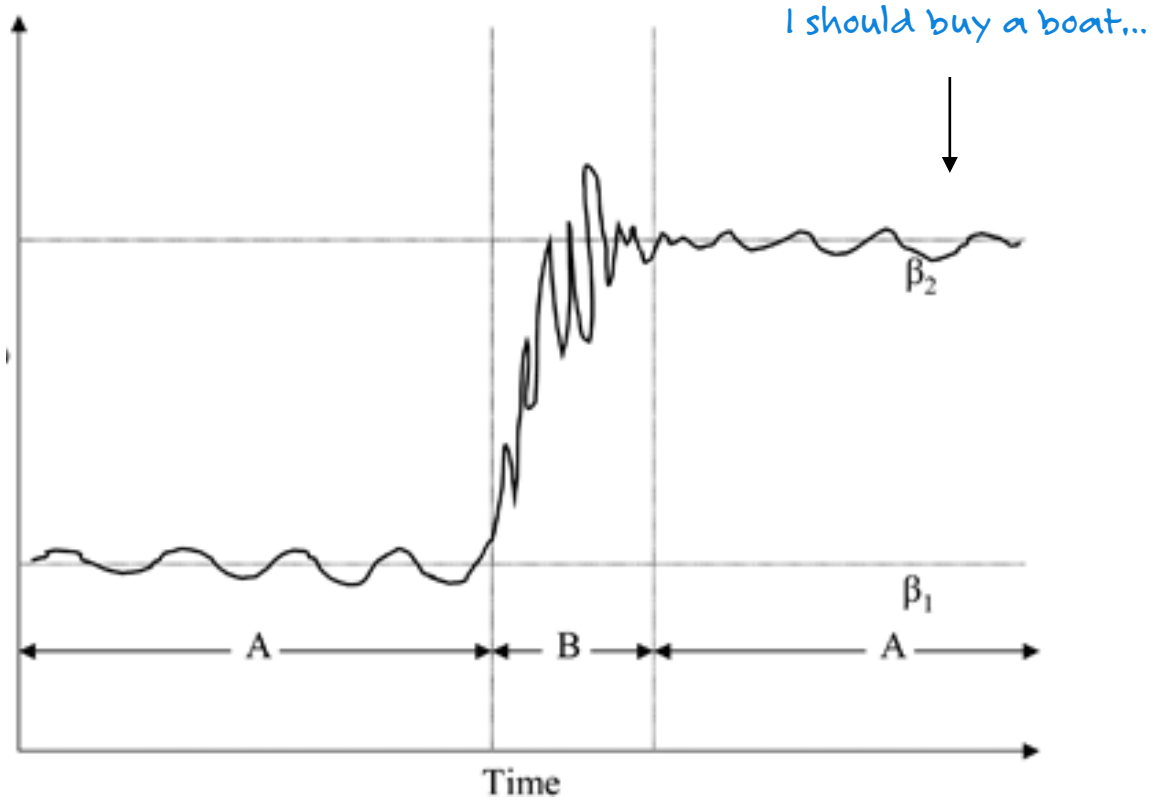
Setup is Hell

- The same model applies for the post-setup experience



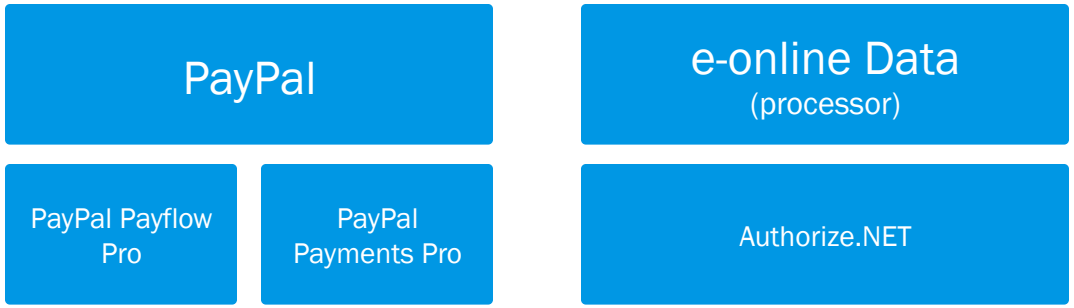
Setup is Hell

- 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].”

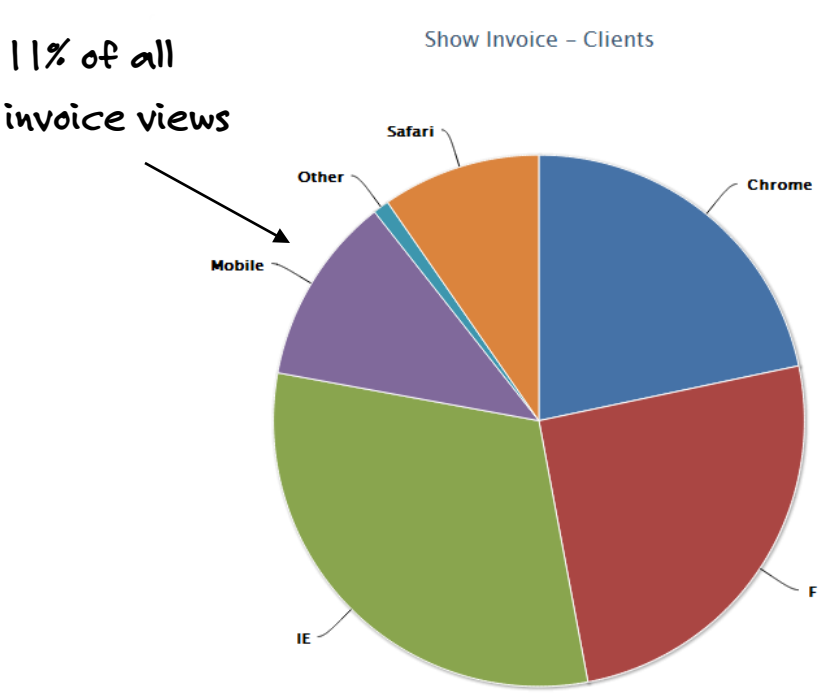
Opportunity:

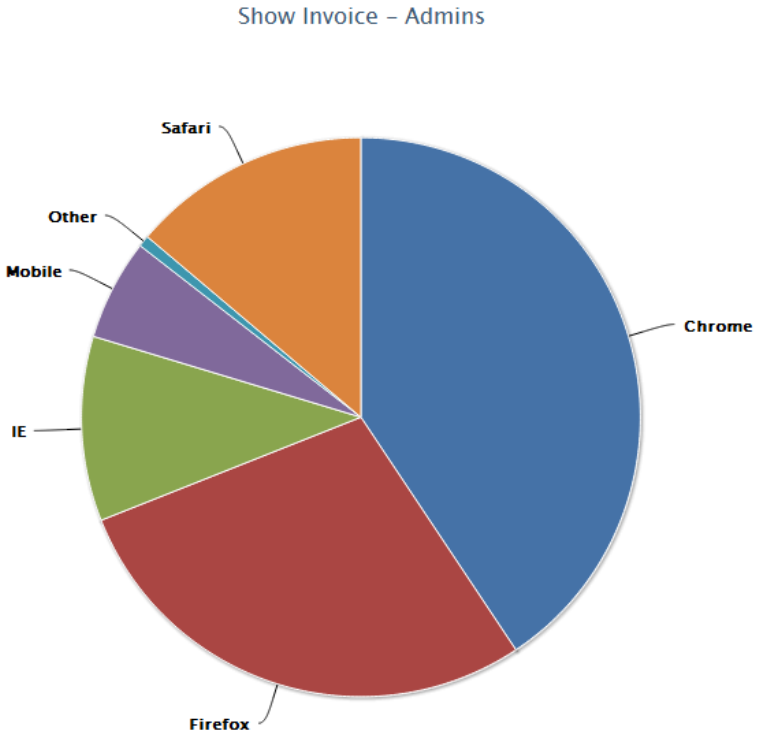
Mobile

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.

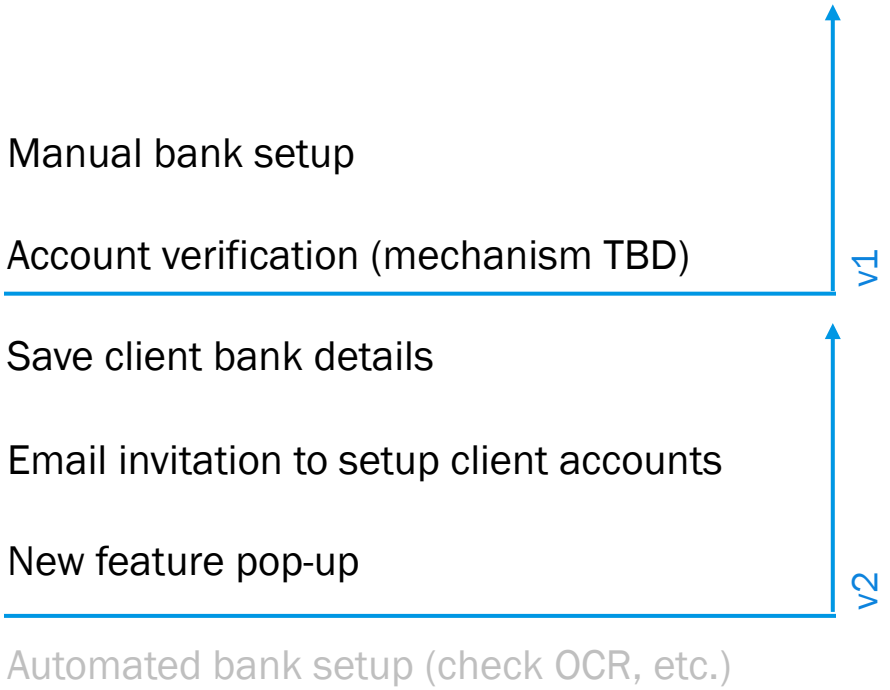
Setup

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)



Goals Approach

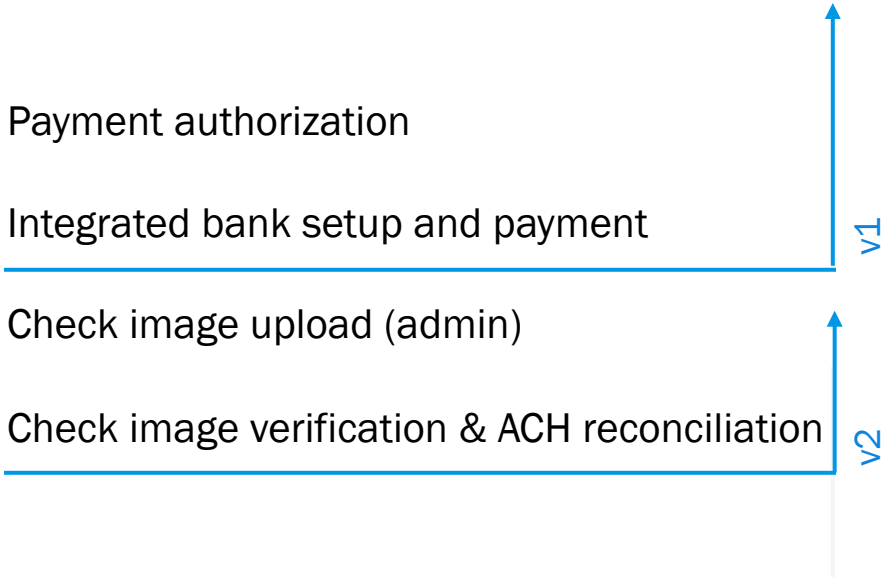
Payment

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



Goals Approach

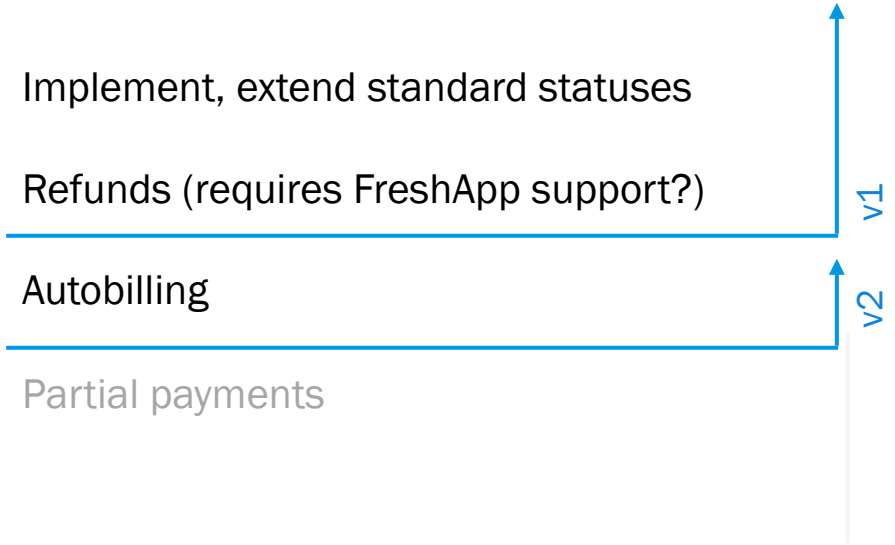
Fundamentals

What's in it for the user

- Users known 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

What's in it for us

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

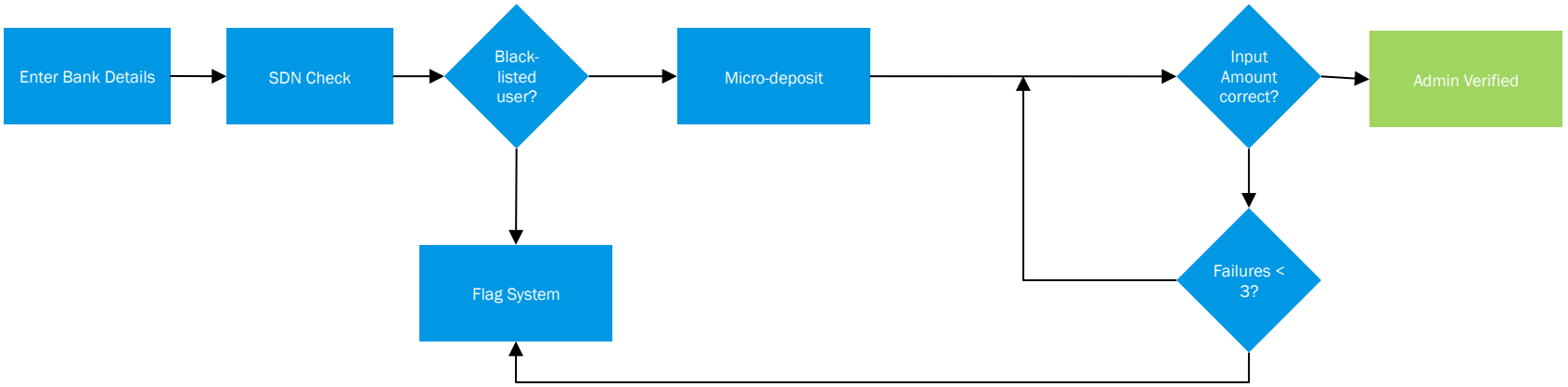


Goals Approach

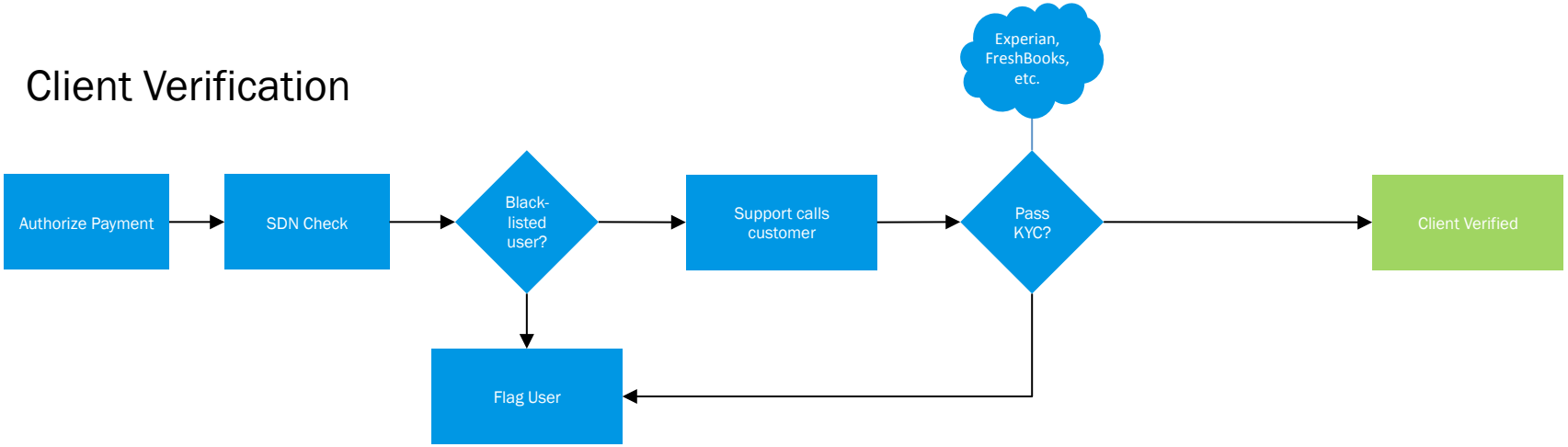
What could it look like?

KYC and Account Authorization Flows

Admin Verification



Client Verification



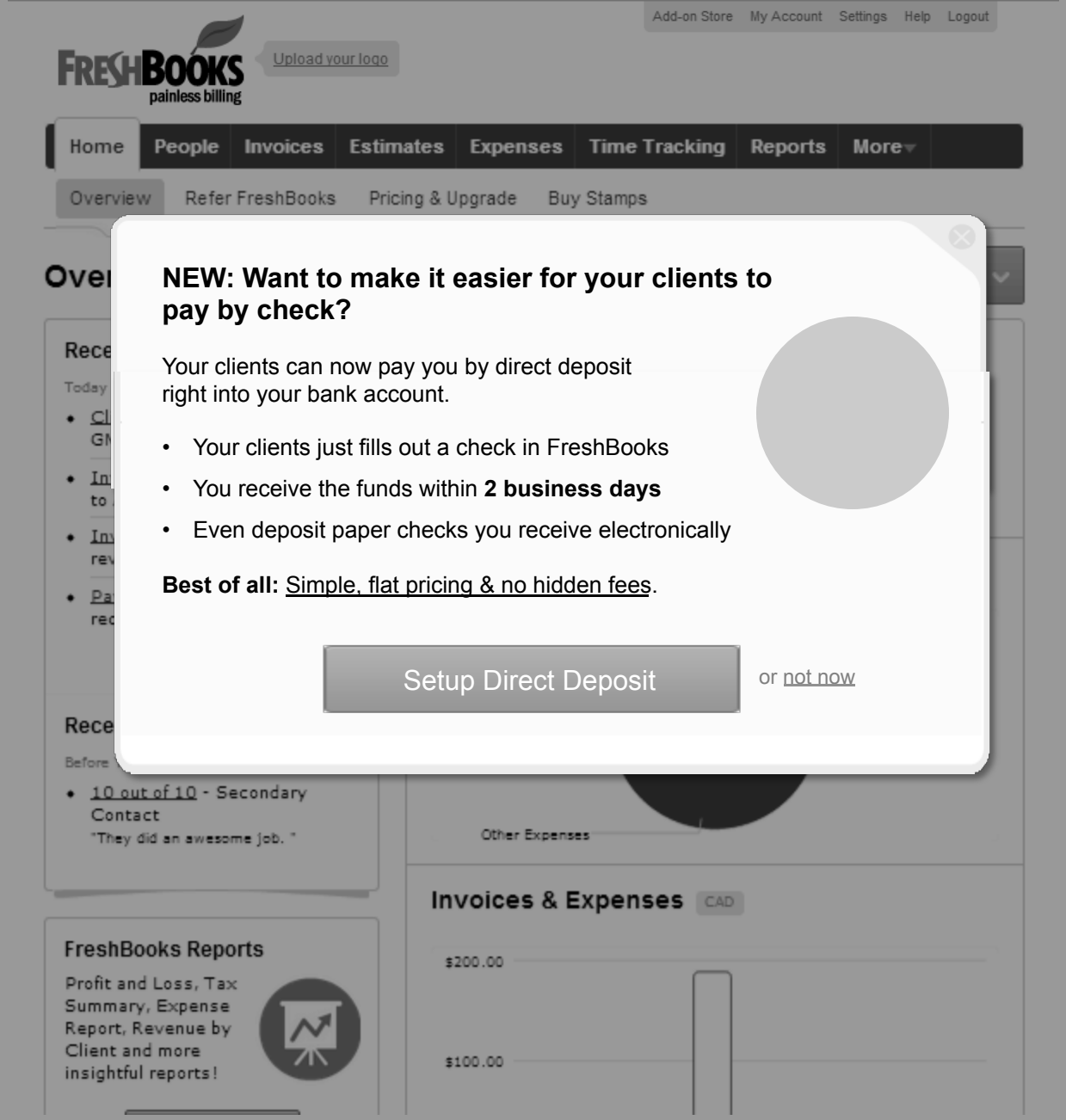
Note:

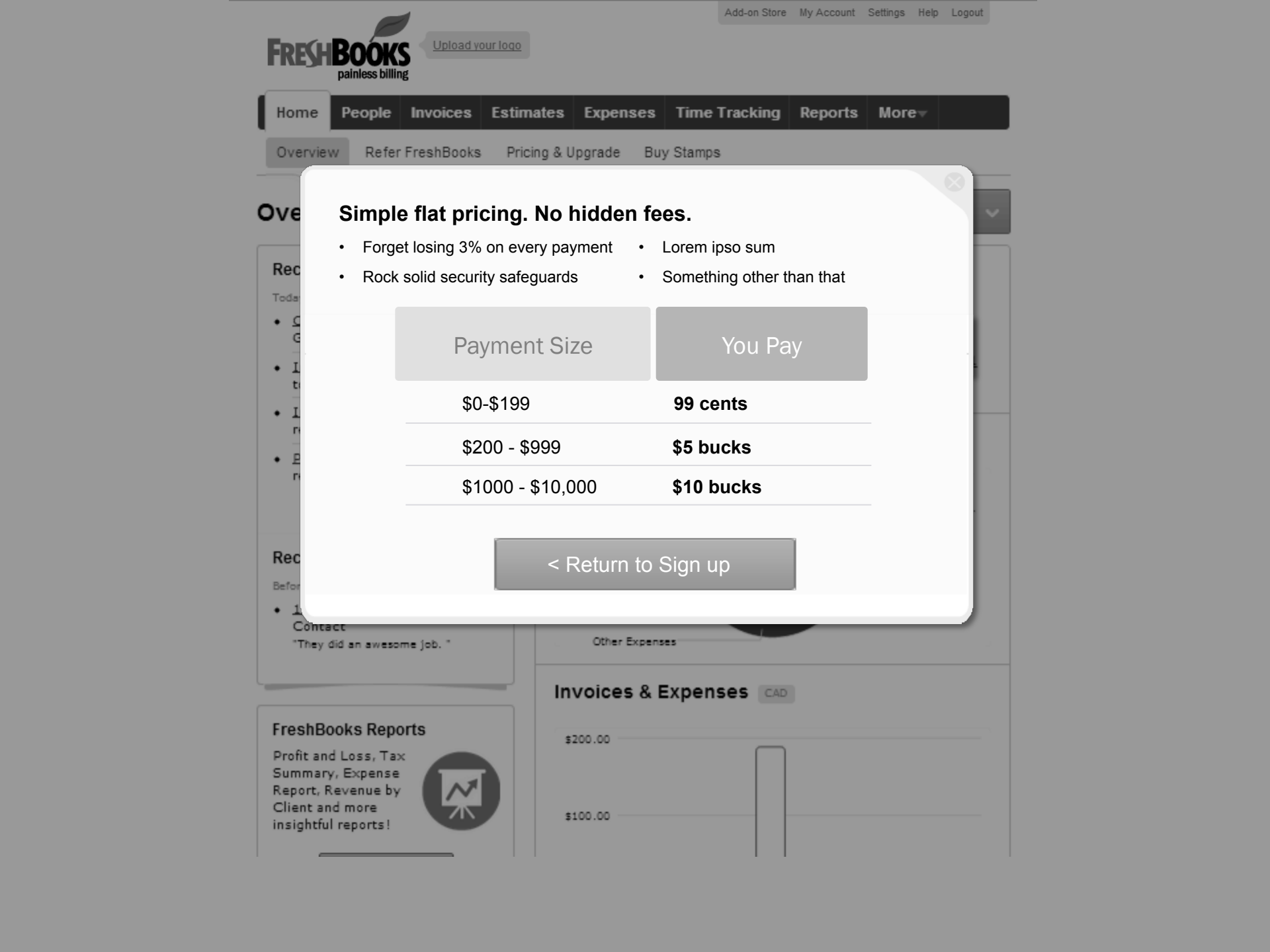
Authorize.net has additional requirements for new merchants unrelated to KYC. They need to assess potential financial risk and creditworthiness.

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


Add-on Store
My Account
Settings
Help
Logout
FreshBooks
painless billing
Upload your logo
Home
People
Invoices
Estimates
Expenses
Time Tracking
Reports
More
Overview
Refer FreshBooks
Pricing & Upgrade
Buy Stamps
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
10 out of 10 - Secondary Contact
"They did an awesome job."
Other Expenses
Invoices & Expenses
CAD
$200.00
$100.00
FreshBooks Reports
Profit and Loss, Tax Summary, Expense Report, Revenue by Client and more insightful reports!


Add-on Store
My Account
Settings
Help
Logout
FRESHBOOKS
painless billing
Upload your logo
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
Other Expenses
Invoices & Expenses
CAD
$200.00
$100.00
FreshBooks Reports
Profit and Loss, Tax Summary, Expense Report, Revenue by Client and more insightful reports!

Discovery: New Invoice

FRESHBOOKS painless billing

Upload your logo

New Invoice

Generate Invoice From

Client * Coca cola Corp (Laurie, Avrum)

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 * 1-12312331

Date of Issue * 12/03/12

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
Balance (AUD)	**$0.00**

Terms (Set Default Terms)

asdasdasassasadsa

Notes Visible to Client

Discovery: Settings Page

FRESHBOOKS painless billing

Upload your logo

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

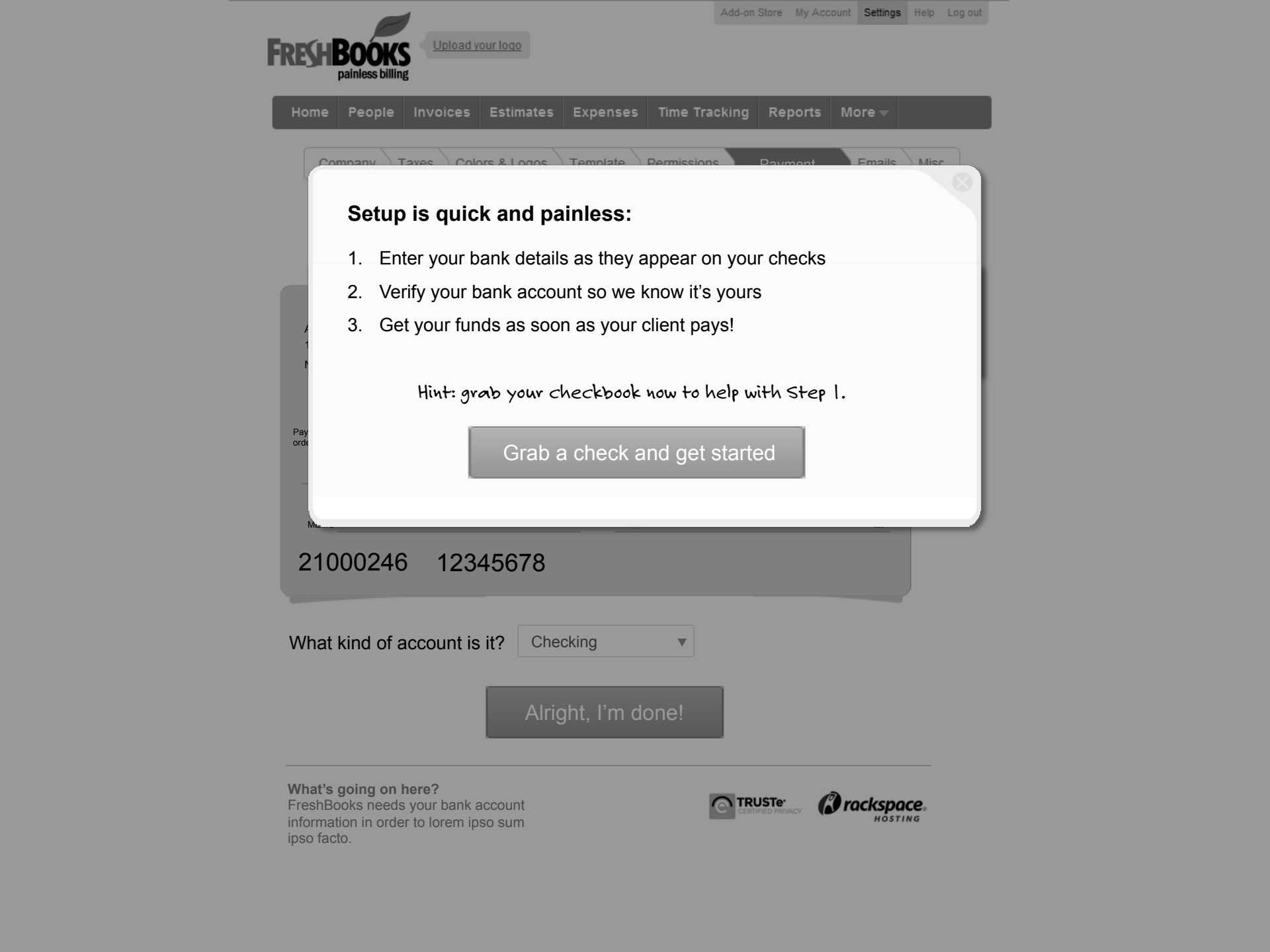
Auto-Bill Capable Gateways

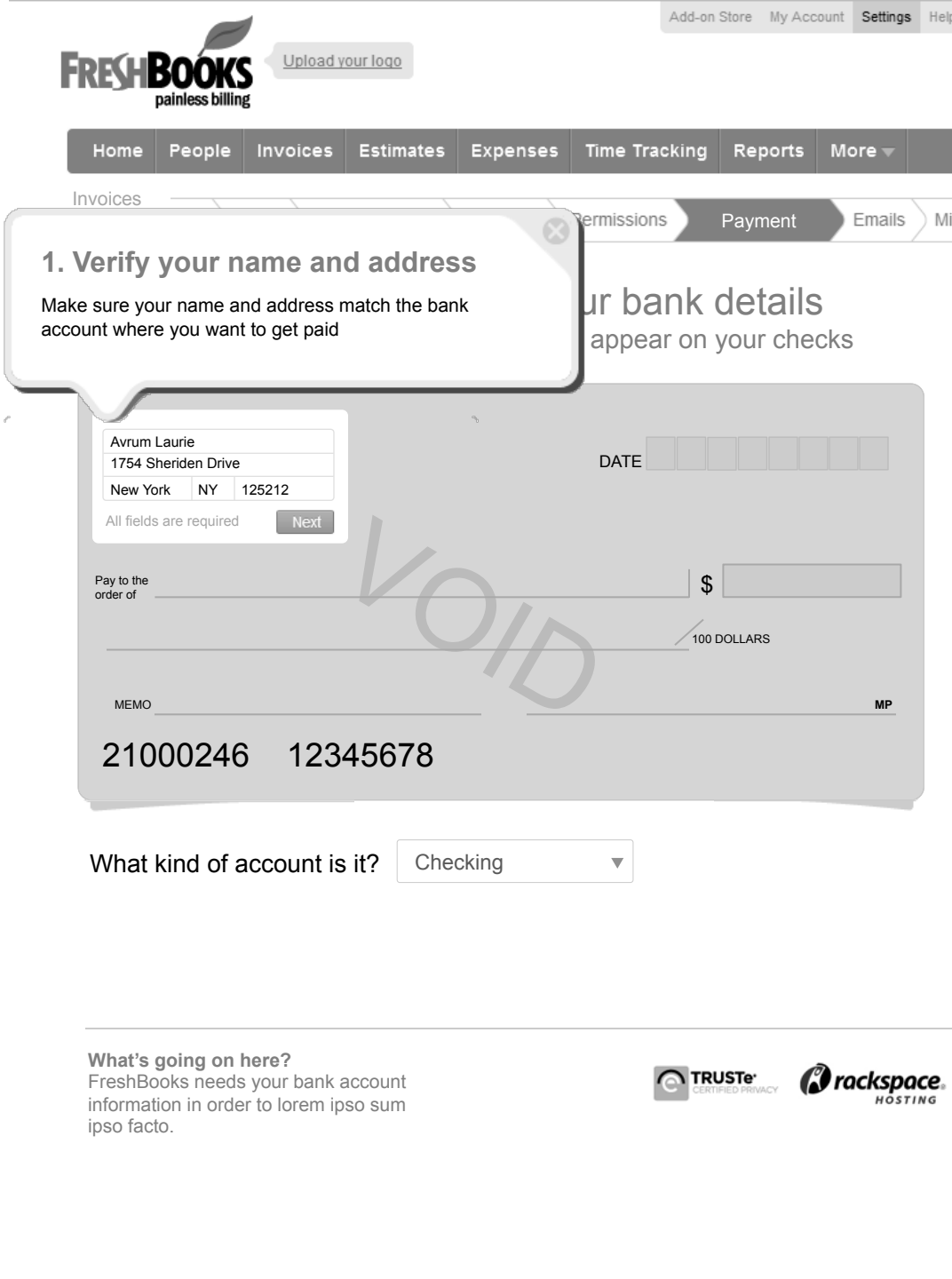
- Authorize.Net ★ (create account)
- beanstream
- BluePay
- Braintree
- eWAY (AU)
- First Data Global Gateway
- First Data Global Gateway e4
- iTransact
- Landmark
- PSiGate
- Stripe

Other Gateways

- 2 Checkout
- Google Checkout

Setup


Add-on Store
My Account
Settings
Help
Log out
FRESHBOOKS
painless billing
Upload your logo
Home
People
Invoices
Estimates
Expenses
Time Tracking
Reports
More
Company
Taxes
Colors & Logos
Template
Permissions
Payment
Emails
Misc
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.
TRUSTe
rackspace
HOSTING

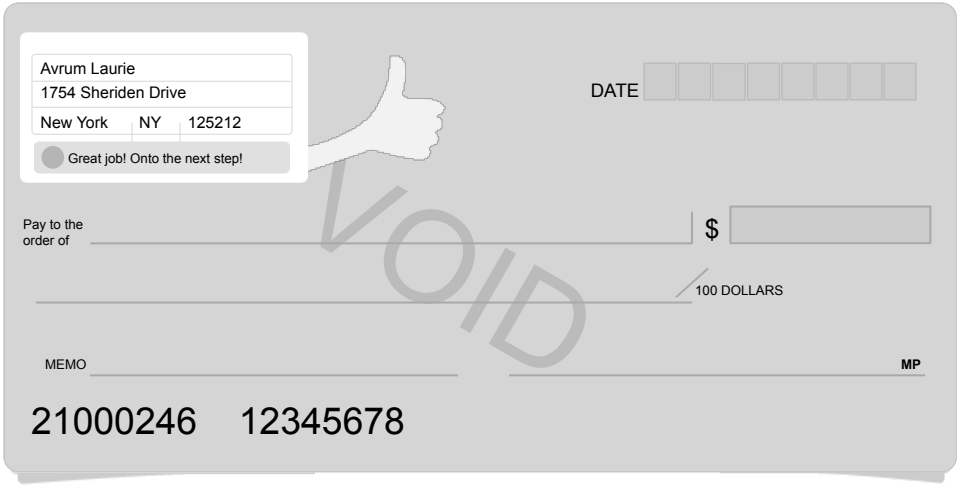

Add-on Store
My Account
Settings
Help
Log out
FRESHBOOKS
painless billing
Upload your logo
Home
People
Invoices
Estimates
Expenses
Time Tracking
Reports
More
Invoices
Permissions
Payment
Emails
Misc
1. Verify your name and address
Make sure your name and address match the bank account where you want to get paid
ur bank details
appear on your checks
Avrum Laurie
1754 Sheriden Drive
New York
NY
125212
All fields are required
Next
DATE
Pay to the order of
$
100 DOLLARS
VOID
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.
TRUSTe CERTIFIED PRIVACY
rackspace HOSTING

FRESHBOOKS painless billing

Upload your logo

Step 1 of 3: Add your bank details

Fill in your bank details as they appear on your checks



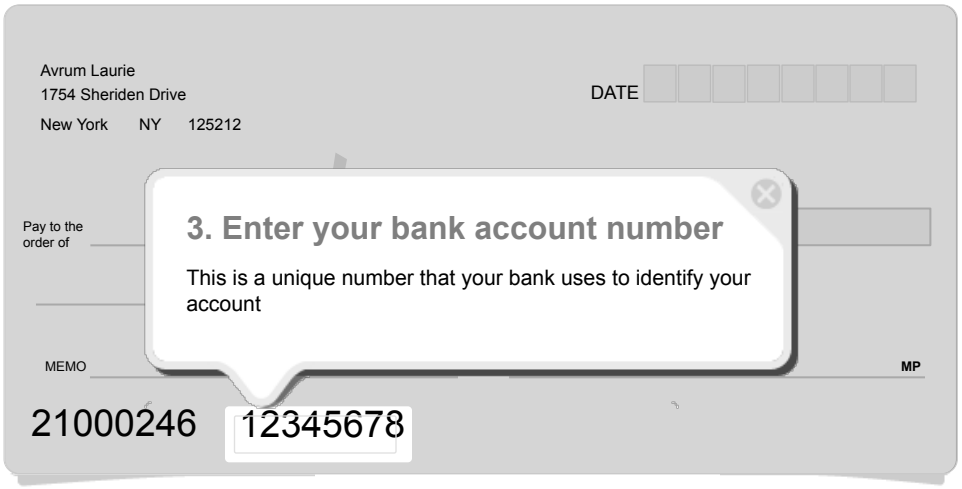
What kind of account is it? Checking

What's going on here?
FreshBooks needs your bank account information in order to lorem ipso sum ipso facto.

TRUSTe CERTIFIED PRIVACY
rackspace HOSTING

Step 1 of 3: Add your bank details

Fill in your bank details as they appear on your checks



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.

TRUSTe CERTIFIED PRIVACY

rackspace HOSTING

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 $1.01

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.

TRUSTe CERTIFIED PRIVACY

rackspace HOSTING

FRESHBOOKS painless billing

Upload your logo

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.

TRUSTe CERTIFIED PRIVACY

rackspace HOSTING

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

FRESHBOOKS painless billing

Upload your logo

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

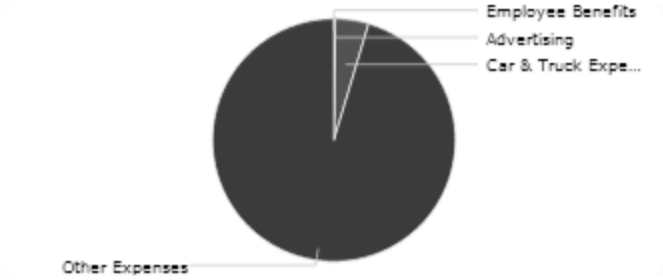
Outstanding Invoices USD

$151,455.17
Total Outstanding (USD)

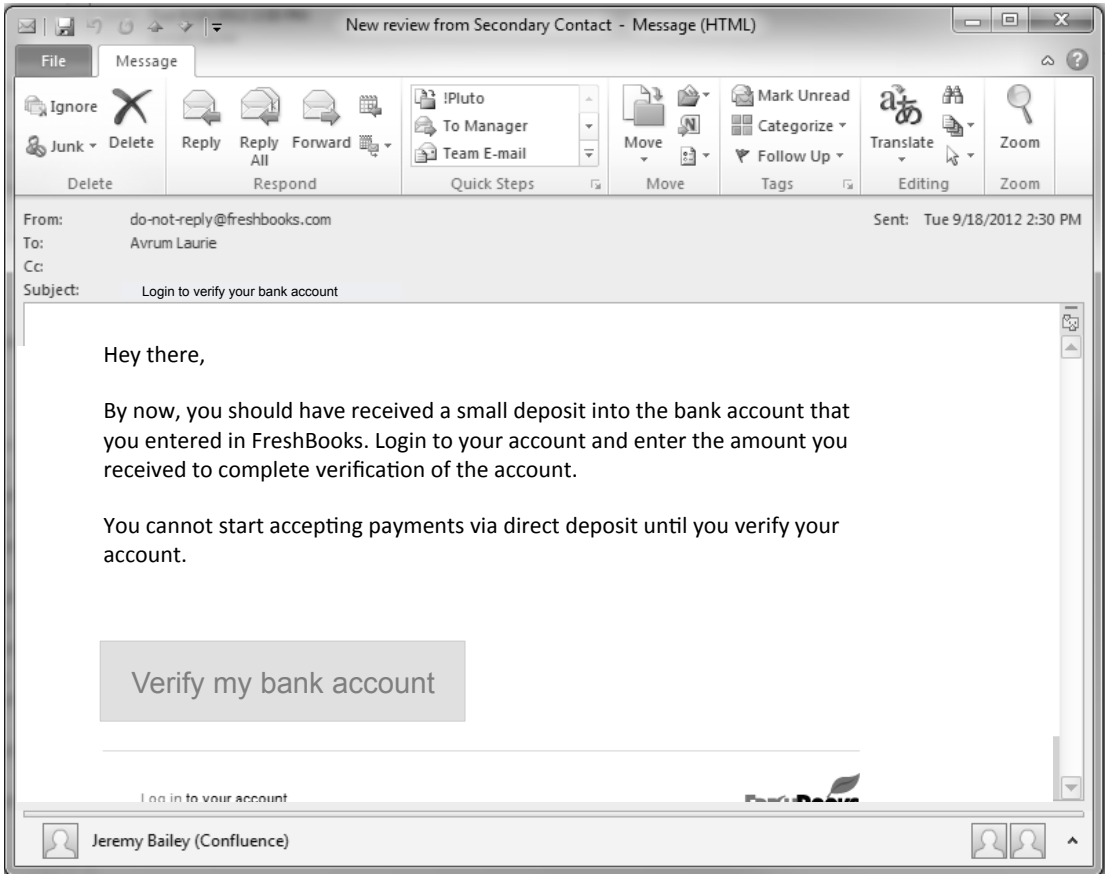
0 - 30 days old: $17,890.00
30 - 60 days old: $19.57
60 - 90 days old: $314.89
over 90 days old: $133,230.71

Accounts Aging Report

Expense Categories Last 3 Months



Invoices & Expenses CAD


New review from Secondary Contact - Message (HTML)
File
Message
Ignore
Junk
Delete
Reply
Reply All
Forward
Delete
Respond
!Pluto
To Manager
Team E-mail
Quick Steps
Move
Move
Mark Unread
Categorize
Follow Up
Tags
Translate
Editing
Zoom
Zoom
From: do-not-reply@freshbooks.com
Sent: Tue 9/18/2012 2:30 PM
To: Avrum Laurie
Cc:
Subject: Login to verify your bank account
Hey there,
By now, you should have received a small deposit into the bank account that you entered in FreshBooks. Login to your account and enter the amount you received to complete verification of the account.
You cannot start accepting payments via direct deposit until you verify your account.
Verify my bank account
Log in to your account
Jeremy Bailey (Confluence)

Post Setup Account Management

FRESHBOOKS painless billing

Upload your logo

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

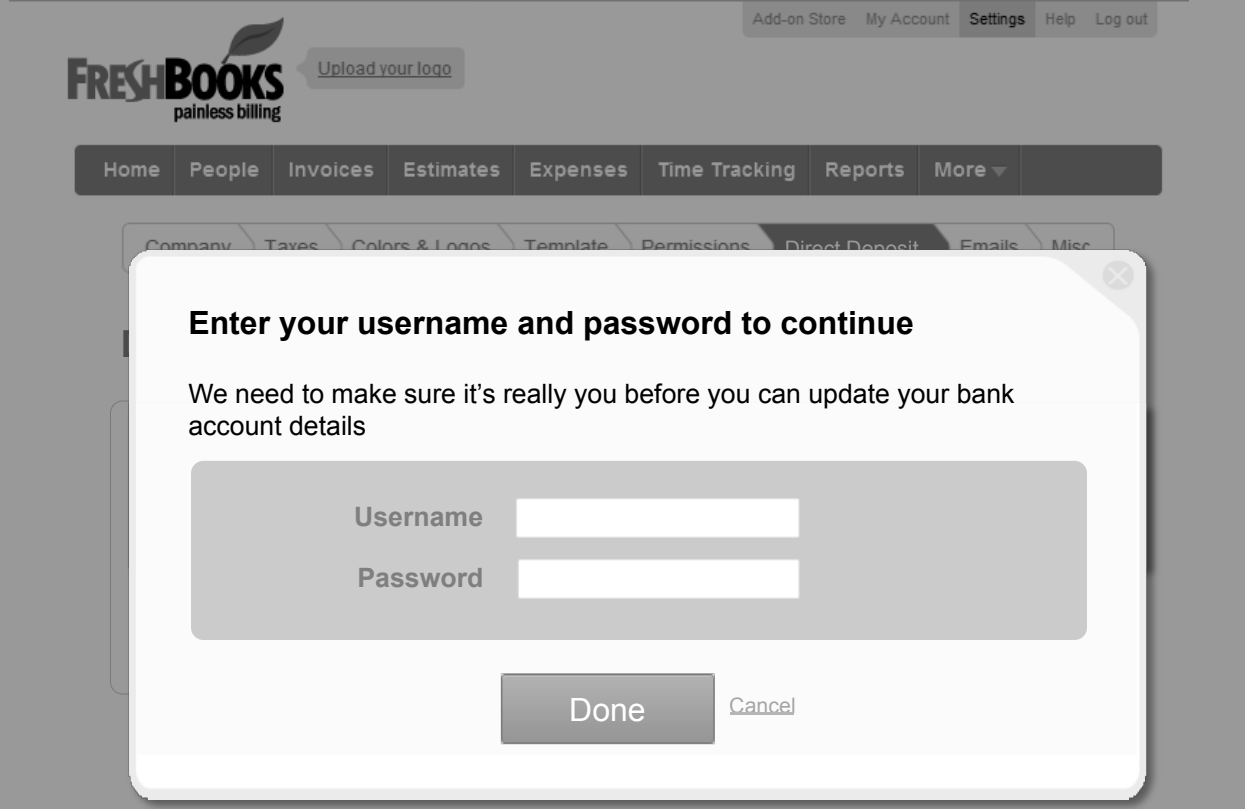
Auto-Bill Capable Gateways

- [ ] 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


Add-on Store
My Account
Settings
Help
Log out
FRESHBOOKS
painless billing
Upload your logo
Home
People
Invoices
Estimates
Expenses
Time Tracking
Reports
More
Company
Taxes
Colors & Logos
Template
Permissions
Direct Deposit
Emails
Misc
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

FRESHBOOKS painless billing

Invoice: 1-12312327

PDF Print Forward Dispute

Pay this invoice ($12,443.00 USD)

Pay by Check

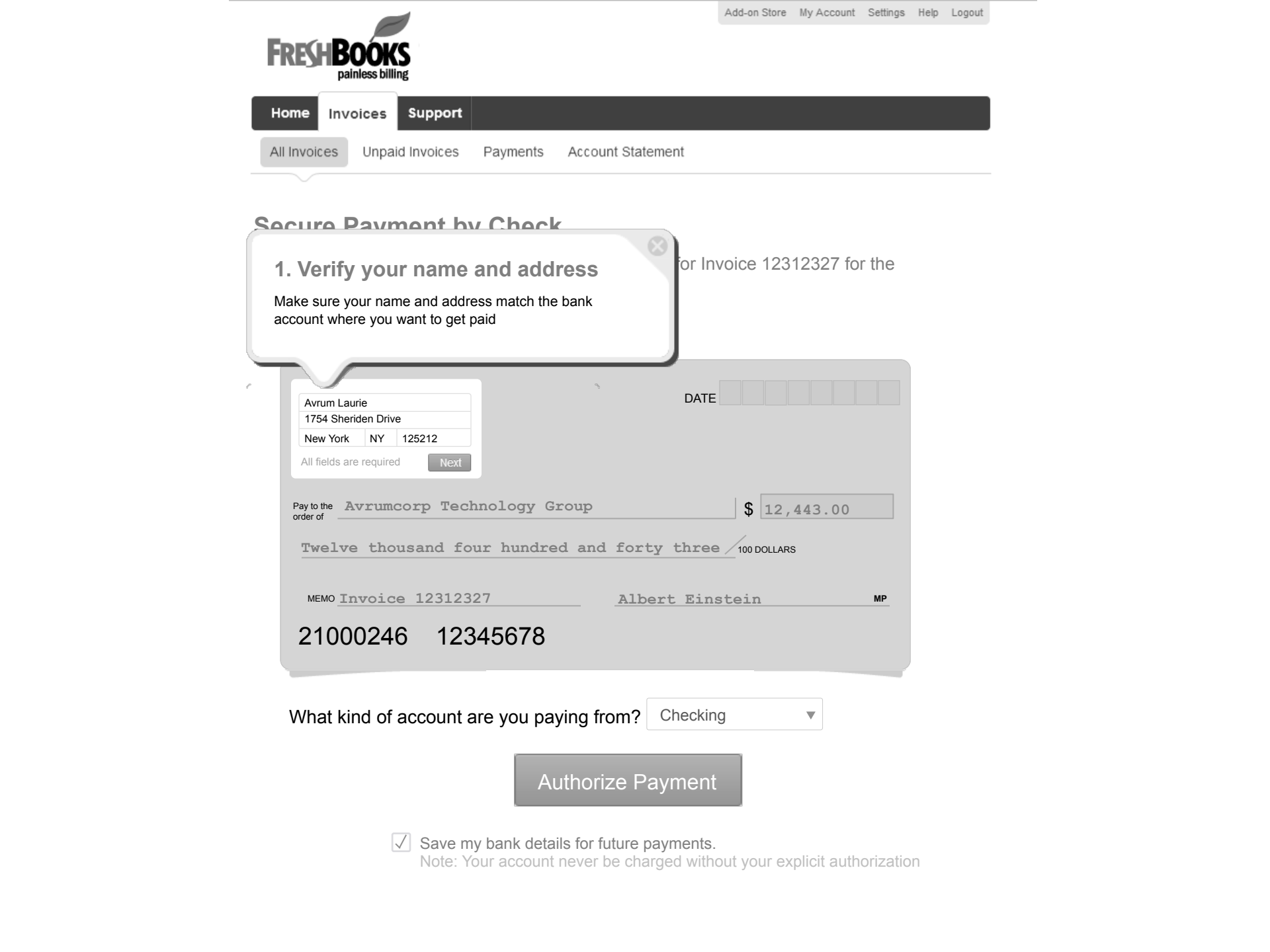
Versify Corp
Qwerty123
asdas AL A1B2C3
United States
Phone: 4169858130

INVOICE

Coca-Cola
This exists?

Asdf

Invoice #:	1-12312327
Date:	November 23, 2012


Add-on Store
My Account
Settings
Help
Logout
FRESHBOOKS
painless billing
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

Add-on Store | My Account | Settings | Help | Logout

FRESHBOOKS painless billing

Home | Invoices | Support

All Invoices | Unpaid Invoices | Payments | Account Statement

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

FRESHBOOKS painless billing

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

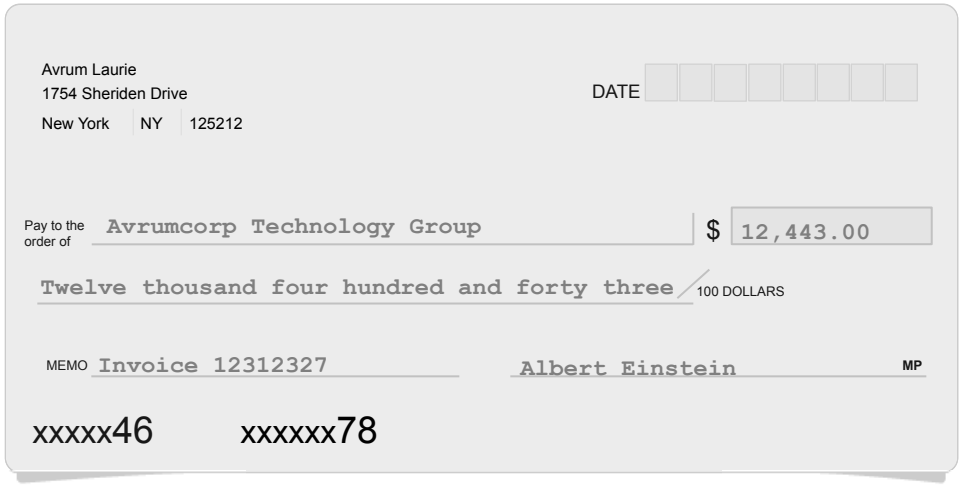
Coca-Cola
This exists?

Asdf

Invoice #:	1-12312327
Date:	November 23, 2012

Secure Payment by Check

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



Authorize Payment

By selecting 'Authorize Payment' you agree to the terms of service

Add-on Store | My Account | Settings | Help | Logout

FRESHBOOKS painless billing

Home | Invoices | Support

All Invoices | Unpaid Invoices | Payments | Account Statement

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

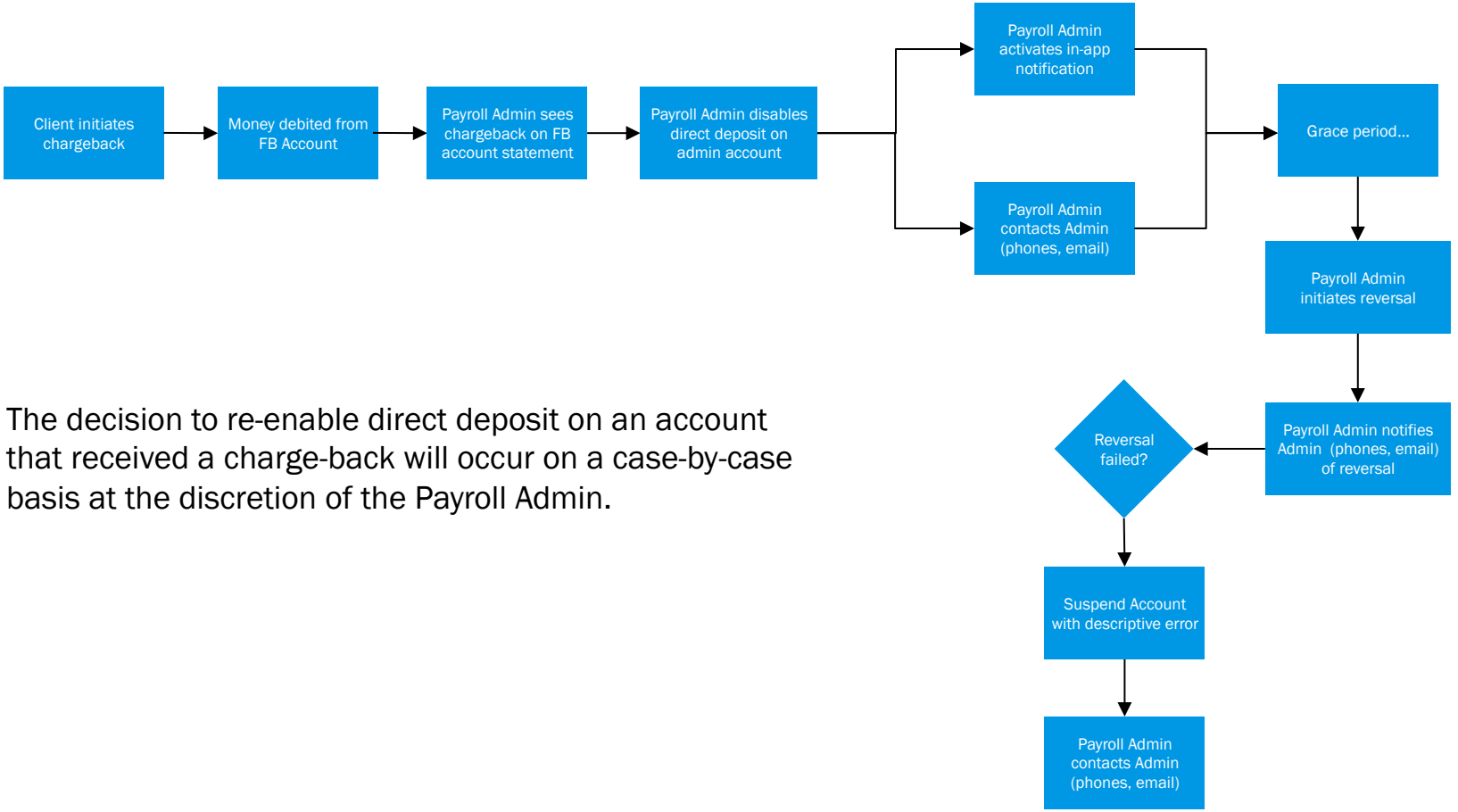
xxxxx46 xxxxxx78

Authorize Payment

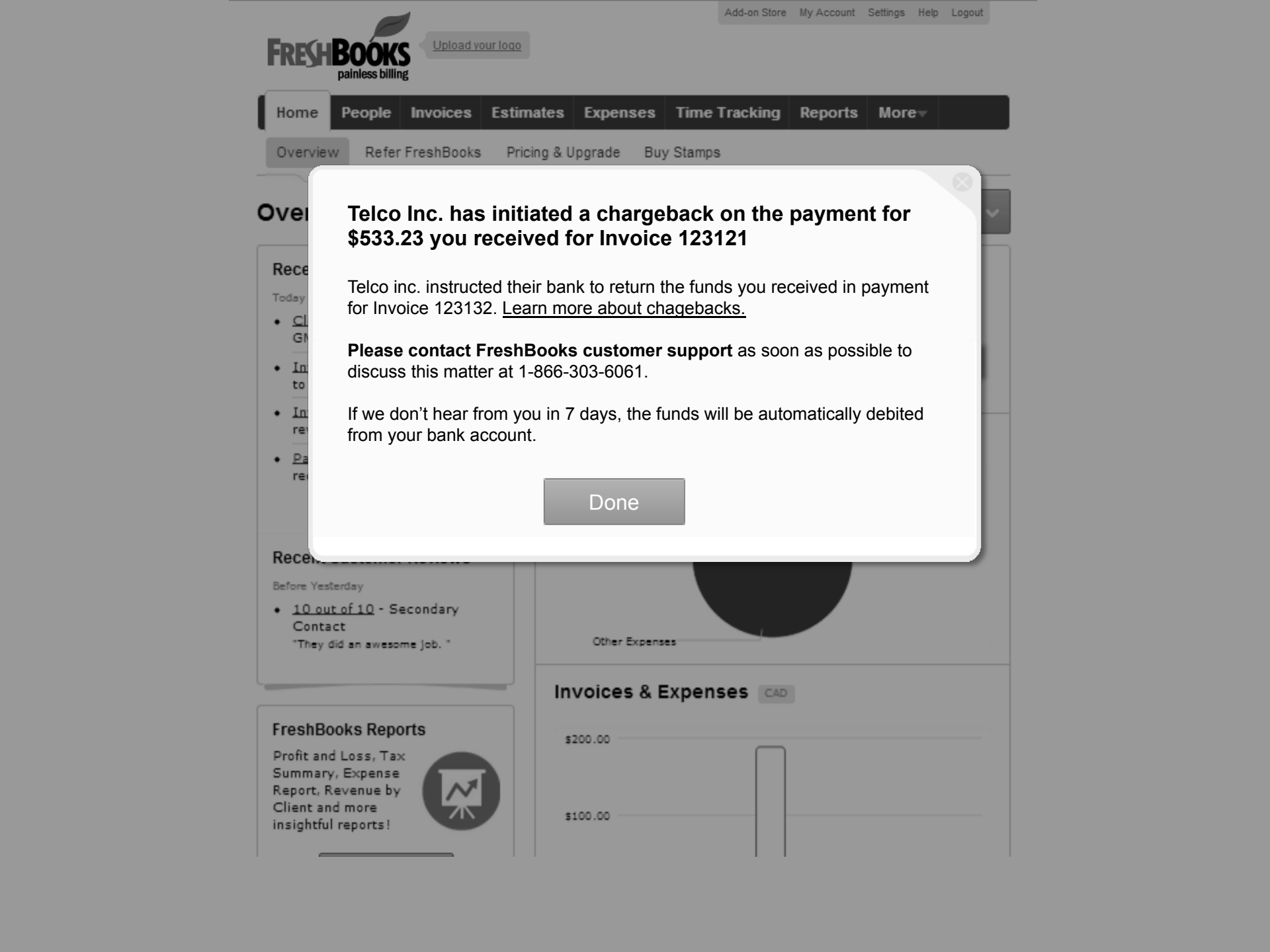
By selecting 'Authorize Payment' you agree to the terms of service

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.


Add-on Store
My Account
Settings
Help
Logout
FRESHBOOKS
painless billing
Upload your logo
Home
People
Invoices
Estimates
Expenses
Time Tracking
Reports
More
Overview
Refer FreshBooks
Pricing & Upgrade
Buy Stamps
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
Before Yesterday
10 out of 10 - Secondary Contact
"They did an awesome job. "
Other Expenses
Invoices & Expenses
CAD
$200.00
$100.00
FreshBooks Reports
Profit and Loss, Tax Summary, Expense Report, Revenue by Client and more insightful reports!

Payments

+ New Payment

Delete Forever | Search

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

Payments Collected Report

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
- 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	Payment has failed for one or more of your employees. [Reason] Only NSF failures will allow admins to retry and then only a certain number of times (rules defined by NACHA)

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

Appendix

Invoice: 1-12312329

Edit Send PDF Print Refund

PAID

Versify Corp
Qwerty123
asdas AL A1B2C3
United States
Phone: 4169858130

INVOICE

Coca-Cola

This exists?

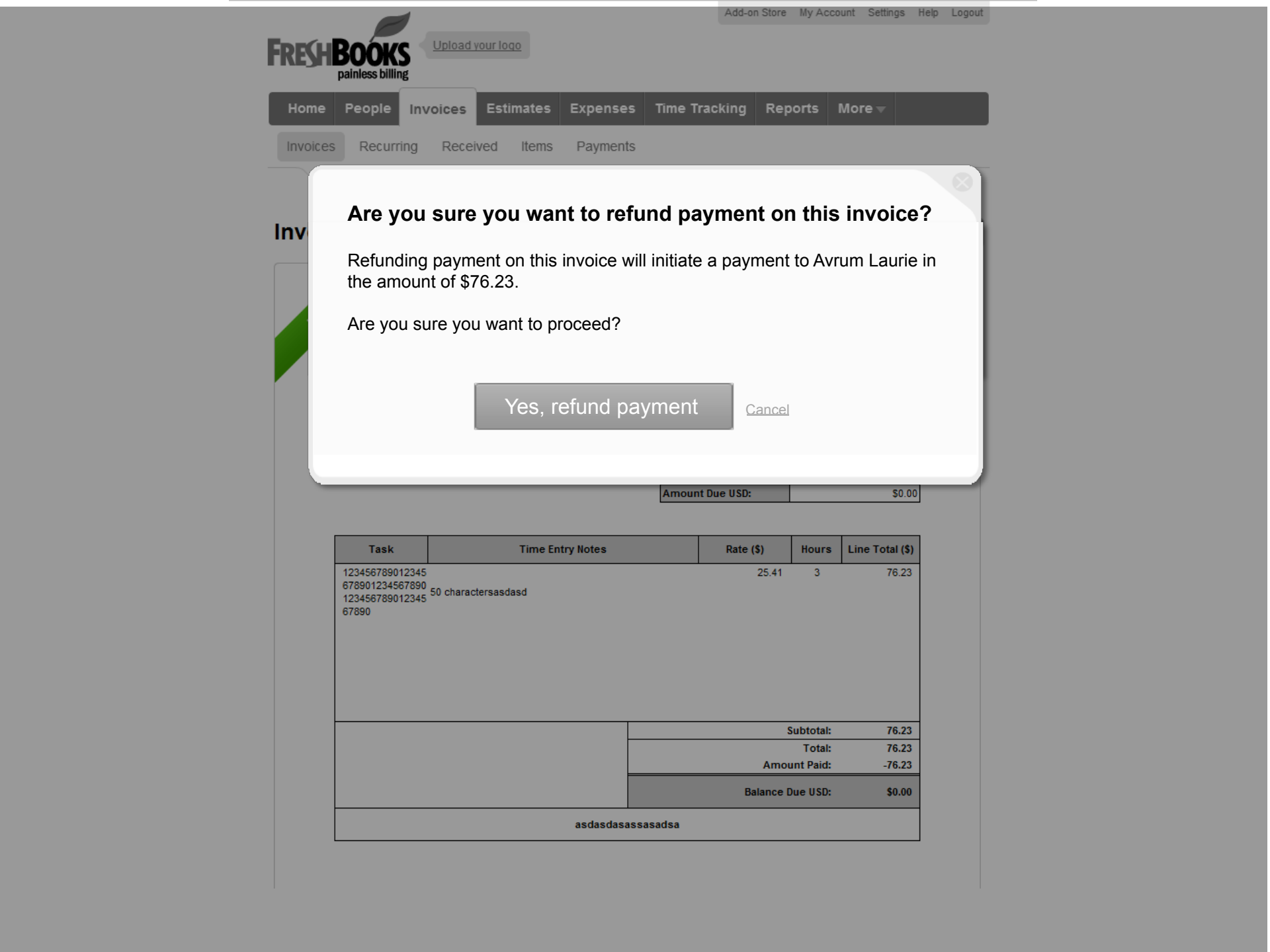
asdas
Avrum Laureui

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

asdasdasassasadsa


Add-on Store
My Account
Settings
Help
Logout
FRESHBOOKS
painless billing
Upload your logo
Home
People
Invoices
Estimates
Expenses
Time Tracking
Reports
More
Invoices
Recurring
Received
Items
Payments
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
asdasdasassasadsa

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

Coca-Cola

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

asdasdasassasadsa

Payments

+ New Payment

Delete Forever | Search

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

Payments Collected Report

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

Admin paper check deposit

Add-on Store | My Account | Settings | Help | Logout

FRESHBOOKS painless billing

Upload your logo

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

☑ Pay in full

Invoice Amount $529.00

Method Check

Date 11/23/12

Notes

☐ Send payment notification email

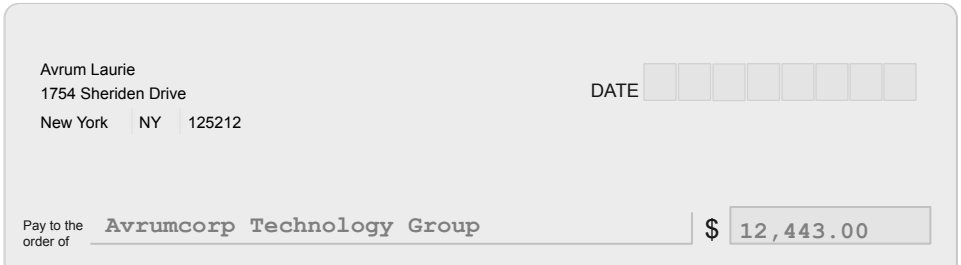
Have you deposited this check yet?

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

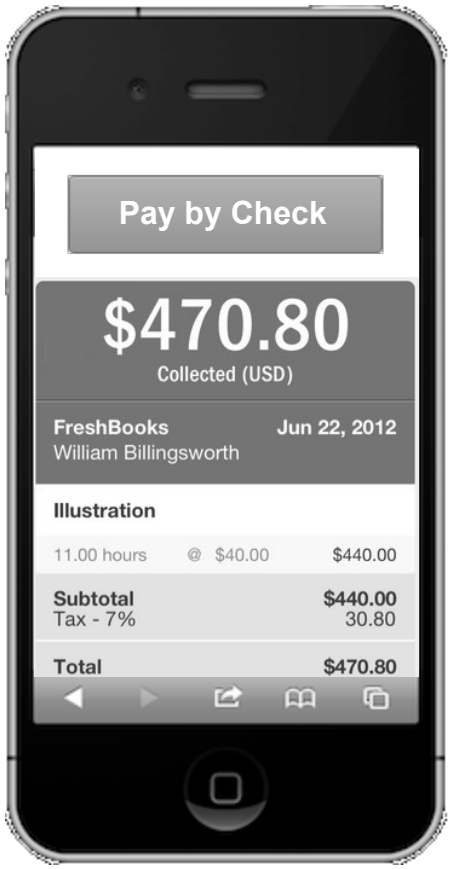
1. Snap a photo of the check and upload it.

   Browser your computer….

2. Fill out the check details



Mobile Setup


Pay by Check
$470.80
Collected (USD)
FreshBooks
William Billingsworth
Jun 22, 2012
Illustration
11.00 hours @ $40.00 $440.00
Subtotal $440.00
Tax - 7% 30.80
Total $470.80