



## CASE STUDY:

### Partnering with Private Schools to Simplify Tuition Payment



## THE CHALLENGE

- Rising costs and a cyclical economy made it difficult for the parents of existing and potential students to make a one-time, lump sum tuition payment at the start of the school year.
- While offering to let parents make monthly payments using a credit card helped to address the cash flow issue, interchange and other fees on large tuition payments were substantial and would result in the school receiving what amounted to several hundred dollars less than the tuition amount.
- The option of adding the cost of the credit card processing as a “convenience fee” was not acceptable to many of the schools as they felt it would be perceived that they were somehow adding cost and/or making money off the transaction.

## TOUCHSUITE SOLUTION

- We realized that the issue faced by the schools was reputational – they simply did not feel comfortable taking a discount OR adding an extra fee on what they know is an already large tuition bill.
- Our experience working with thousands of businesses and their customers told us that customers would gladly pay a convenience fee if it meant that they were able to make the tuition payments over time and keep their children in school.
- We were able to convince the schools that a third-party entity could be established by us to process the payments and add the convenience fee, keeping the school out of the business of charging fees.

## THE RESULTS REALIZED

- Parents now have the option of using credit cards for one time or recurring monthly tuition payments
- The schools are now perceived as being much more accommodating with respect to payments, all without having any extra fees associated with them.
- The convenience fee is being collected so that the schools receive the full 100% tuition.