

# How to choose the right payment processor for your martial arts studio



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Finding the right payment processor is one of the best decisions you can make for your martial arts studio. It's not just about collecting fees - the right solution helps you build a strong community, improve cash flow and keep students happy and engaged, (and if applicable their parents and caregivers) making payments - friction-free!

Here are several factors to consider when finding a payment service provider for your business.).



## Handling failed payments and protecting relationships

Failed payments happen (unfortunately).

They might fail for several reasons - from expired cards to insufficient funds. However, it's how you handle these failed payments that matters the most.

A good payment processor automates retries and sends friendly reminders to students (and even their parents / caregivers) so you can avoid awkward conversations. We suggest you look for a solution that manages failed payments on your behalf and keeps everyone informed with transparent communication.

## Offering payment flexibility and popular methods

Modern consumers expect to pay the way they want. Whether they choose debit or credit card, bank debit or digital wallet, offering a range of popular payment methods removes barriers to signing up. This helps to minimise churn and reduce friction when it comes time to make payments.

By working with a payment service provider that can securely store multiple payment methods on file, you reduce the risk of disruptions if a card expires or a bank account changes. Plus, you can offer parents multiple payment methods to choose from - some might prefer the convenience of a digital wallet, while others might be more inclined to pay via bank accounts or their credit or debit card.

## Keeping parents informed with pre-debit notifications

Pre-debit notifications give members a heads-up before their account is charged. It's a simple courtesy that builds trust and transparency. These can come in the form of SMS or email.

Parents appreciate knowing when their children's fees are due so they can plan and avoid surprises, like late fees or insufficient funds. Similarly, martial arts students appreciate a good 'heads up' about when payments are about to take place.

A payment processor that sends automated pre-debit notifications does the heavy lifting for you, helping reduce failed payments while keeping members in the loop.

## **Building community through reliable payments**

Reliable payments help keep your studio's operations running smoothly. It's therefore essential to find a payment provider with a strong track record in health and fitness, who can offer your business high payment collection rates.

With cash flow secure, you can focus on building a strong community. Run more events, offer new classes and invest in your facility without worrying about whether fees will come through on time. Members sense this stability and feel more confident being part of your family.

## **Staying secure and compliant**

Payment security and data privacy are non-negotiable.

You need a payment service provider that is PCI-DSS compliant and follows strict standards for storing and handling payment data.

This protects your business from fraud and keeps member details safe. It also shows your commitment to professionalism and care, which strengthens your reputation. Partnering with a payment service provider who is not compliant is a huge risk for your business and customers.

## **Supporting your growth**

Finally, look for a payment processor that grows with you as your business grows.

As you add new dojos or expand your offerings, your payment system should scale effortlessly. Advanced reporting and easy integrations with your existing systems save you administrative headaches and offer a clear picture of your business performance. This includes the ability to start processing one-off payments alongside your subscriptions for things like spare uniforms, water bottles, merch or other ad-hoc purchases (like private classes).



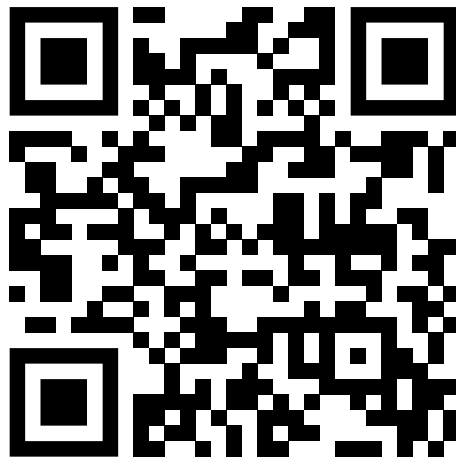
## The bottom line

Choosing the right payment processor for your martial arts studio is about more than collecting fees. It's about creating a seamless experience that supports your students and their parents – protecting your business and helping your community thrive.

At Ezy pay, we make payments simple, secure and stress-free, so you can keep your focus where it matters most – growing your community and serving your students.

# EZYPAY®

## Contact Us



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