Mike Merrill:
Hello, and welcome back to the mobile workforce podcast. I'm your host, Mike Merrill. And today we sit down with Basys, who is a payment or credit card processing company, and we have the opportunity to speak with Chris Borchers, the CTO and product officer, as well as Kenny Thompson, the executive vice president of partner relations at Basys.

Thanks again for joining us, Kenny and Chris. It's a real pleasure to have you on today and excited for today's conversation.

Chris Borchers:
Happy to be here.

Kenny Thompson:
Yeah. We're excited to be here as well.

Mike Merrill:
Awesome. Well, let's just start right off the bat and let me just ask how exactly does credit card processing work?

Kenny Thompson:
How much time do we have today? Mike,

Mike Merrill:
Let's keep it under 10 hours.

Kenny Thompson:
Oh, perfect. I got that, it's at a better, very high level view of credit card processing without getting into the weeds too much. Essentially there's five or six steps. From the issuing the card to the cardholder from an issuing bank, like think a Chase, Wells Fargo, Bank of

America, Capital One, somebody like that gets into the hands of a cardholder.

Cardholder uses that. At a place of business of their choice. So then it goes to an authorization. So that the merchant or business will authorize that credit card. And then you're either going to get the approval or decline. And then there's the post off. And then from there you have a settlement. And then it goes to the funding.

So to make sure that the. Business gets paid and then you have the cardholic billing. That's essentially the whole ecosystem of how a credit card processing system would work.

Mike Merrill:
Yeah. That, that all makes sense chronologically. So over the years, has that changed much or at all, or is that pretty much the way it's always operated?

Kenny Thompson:
It's still been pretty standard for years and years and years. So you really have the big five processors out there that The overwhelming majority of every single transaction in the U. S. will clear through on their rails, so you have to FISERVs. The Chases, the Elevons, World pay and Global.

So those are the big five processors out there. And most all transactions will clear on there.

Mike Merrill:
And obviously that's a little different, I guess the change that may have occurred historically is back in the day when they had a little machine, take the imprint of the car. I don't know if it's snail mail or how that all worked, but I know it took a lot longer for it to actually hit your card in those days, right?

Kenny Thompson:

Well, yeah, I mean, that is so true. I can tell you for 21 years now, I was the first employee hired at Basys and. We have seen a lot of change over the years and, you know, industry consolidation is probably number one, but a close second is as you're talking about going from those old knuckle busters, we used to call them, to a terminal that would swipe and then to a terminal that would actually.

The chip cards to tap to pay. And now, you know, Apple pay Google pay and now, you know, software embedded payments is, has become the norm. A lot of changes have happened in 21 years.

Mike Merrill:

Yeah. Well, and obviously as a, as a business owner here and being a consumer like everybody else there's benefits to credit cards, but from a merchant standpoint of the business, actually collecting the payment, what are some of the benefits or all the benefits that they have in accepting payments, your credit card processes?

Kenny Thompson:

Oh, I can tell you, I have a client that I've had for 20 plus years now, and they're in the chemical business and they're exporting chemicals to Central and South America. We're talking barge types. And when they came to me and said, we used to work together in a previous life that they wanted me to take care of their credit card payments.

And I couldn't understand for the life of me why, it's to speed up their AR collections. And what they were doing is saying, okay, let's say it costs them 3 percent to take payment for this barge tank or a tanker load of some sort of chemical, we can go back and get that 2 percent from our vendors.

So it was a net 1 percent for them to receive hundreds of thousands of dollars within 24 to 48 hours. So it made sense for them not to have to wait for 60 to 90 days, have to go get a line of credit to cover their invoices from their vendors.

Mike Merrill:

And of course, consumers love the convenience also of not having to write a check or do a debit from their bank account, right?

Kenny Thompson:

Absolutely. It's for the retail space, it's, there's a number, it's like 24 to 30, some percent extra volume that they're going to see if they, if a retail store takes credit cards. So, and that is mostly due to all the wonderful Capital One commercials you see on there with You know, Samuel L. Jackson or Jennifer Garner nicely giving everybody miles on their rewards points on their cards. The merchant pays for that, but it increases the volume. It's kind of a win win. I use two different cards myself to accrue airline miles points.

Mike Merrill:

Makes sense. I think most people understand a lot of that. Let's talk more specifically to the construction industry that, you know, our audience, what are some of the unique challenges that construction faces as an industry when it comes to actual payment processing?

Kenny Thompson:

First and foremost, they're going to have a trusted advisor with over 20 some years of experience.

Of really trying to exceed our customer's expectations in this payment industry. The greatest thing is we know the construction vertical as well as any vertical in the US. We can work with our, either hosted or on-prem environments. Our gateway is probably the secret sauce. Chris is gonna allude to a little more about what makes our payment gateway a little more special, but it was designed 19 plus years ago.

To specialize in that B2B card, not present payment environment. So if you're not using a gateway that is built for that environment, you could be paying a lot, way too much in your credit card processing fee.

Mike Merrill:

Makes sense. You know, and another thing, you know, that just comes to mind, I recently had to replace a water heater.

And so this plumbing contractor came and did the work, they sent me an invoice and then I asked them, Hey, have you got a, is there just a link? I could just pay you credit card some quick way, because I literally don't even have any paper checks. So like, I didn't know if you don't give me an electronic way to pay you, it's going to be a minute and we're going to have to line, you know, blah, blah, blah.

Oh yeah. Text back. I'll get it to you. Well, they didn't get it to me. And pretty soon it'd been like 45 days and I'm texting, Hey, have you got a link to pay that thing? And I'm hounding him to pay the bill because I don't want it hanging out there. And eventually he sent me some link that was tied to QuickBooks.

It was some, you know, blah, blah, blah. And I'm thinking, Man, if he just had a credit card payment link he probably would've been paid in five minutes from sending it to me versus 45, 50 days and me hounding him,

Kenny Thompson:
Right? It's that convenience factor. Most people don't want to be deadbeats. They want to pay.

We offer that convenience factor of, I mean, we have text to pay options. We have e invoice options. Mobile app options tap to pay is coming through our gateway. We're trying to make it as easy, seamless, simplistic as we can for businesses to collect that money.

And not only for businesses, but for the consumer to actually not have to spend time 45 days trying to get somebody to let you pay them.

Chris Borchers:
I just have, I had the same experience, Mike, just the other day bought a quarter of a cow from a local processor here in town. And it's like here's your invoice.

Why do I pay and you can't pay? And so those of those were, I'm not the sales guy here at Basys, but those turns into sales calls and hand them over to the sales team. So that's our bread and butter right there.

Mike Merrill:
Yeah. So, so if, if there's a contractor here listening and either they're not accepting payments that way at all, they don't accept credit cards currently.

Or, or maybe they do, but they're not having a great experience. What does somebody do to either get that ball rolling so they can start accepting those and what does that look like? And then also if, if they are, and they'd like to get a better rate on maybe some of their fees, or there's some other things they might be missing out on what direction can you give our audience about that?

Kenny Thompson:
Yeah, that's music to our ears. We make it, like I said, as simplistic as possible to be able to put in a, I guess, our best foot forward for customers with in Foundation, there's a referral link in their system that they can send us. Most of the clients that we're working with came through that referral link.

It's very basic information, name, contact info, email address and somebody on our sales team that handles all of the Foundation business. We'll reach out, they're going to walk you through every step of the process in a matter of minutes. Everything could be done online now. So it's not a lot of flop back and forth on the phone or trying to try to schedule things.

We will do a side by side comparison. So we'll show you in real time, exactly how much you paid for, for processing for the month that you send us in a statement, we'll do a comparison that actually shows you. Every step of every step of the processing methods. We get really detailed.

Most of the people in our business, it's, they don't do that. Hey, we can save you about such and such. We're going to tell you to the penny, what you're going to be able to save and then our awesome customer experience team takes over from there, we'll walk all of our clients through the onboarding process.

And it's super simple, super fast.

Mike Merrill:
So regardless what accounting system they use, what payroll system, what ERP, you can help any construction company, regardless, right?

Kenny Thompson:
Yeah. Yes. Yes. And yes. Okay. But I am the sales guy. Mike's I always say, I always say yes. Yeah, it was some ERPs it's there's, there may be a generic gateway that we have to use that they've already coded to depending on the size.

I just literally right before this, I got off a call with a client that's doing about 5 million a month. And in credit card processing there with authorized net, which is probably the most popular generic gateway out there that everybody's coded to at some point it gives the software partners the ability to be switched to them essentially.

So you don't have to tell them how you're going to do it. You don't have to code anything, but one time, because everybody can use off that net. The problem with that is if. It doesn't qualify transactions at level two and level three, which are the most economical interchange rates for business corporate purchasing cards.

So this, company that just looked at their statements and there's close to 3 million that's running through at level one, which is costing them about an additional 1.2%.

Mike Merrill:
Yeah. It's real dollars, right? Just gone out in the ether, right there. They could be saving and pocketing more of that. Right.

Chris Borchers:
A hundred percent and that's what makes it so complicated. You know, there's these little flags, these little things that you can send to the, to the processors, the card breaks. And if you miss one of those little things up and you're not continuously auditing those results and staying on top of that data, then you lose that pricing that Kenny talked about.

Having a team that's constantly reviewing our whole book of businesses, what really sets us apart there.

Mike Merrill:
Yeah. So to restate what I think I heard you say is essentially when you meet with a new potential client, you will audit their previous month's statements, show them what they're paying where for what, and then you can do a side by side comparison and say, Here's what it would cost you using us.

Here's where you would save. Here's how this would net out. And really what's your, the money you're leaving on the table by not moving to a more efficient processor, like we could provide.

Kenny Thompson:
Spot on. I mean, you're a great listener, Mike. One thing we just did. So we also do 90 day reverse analysis.

And we just did that with the very first Foundation client that boarded with us. And. It's the best sales call in the world. When you can go back to somebody and say, Hey, listen, Mr. Customer, we told you we were going to save you X, you ended up saving you more. They're never unhappy and so they become a great referral and reference to Basys.

Mike Merrill:
Yeah, that's cool. So, you know, obviously, I mean, you used a couple of examples and, you know, whether a company's doing. You know, 10, 000 a month in credit card charges or 10 million. I got to imagine there's still a percentage of savings for everybody. I mean, does it vary based on size or they're better rates based on volume or what does that look like?

Kenny Thompson:
Yeah. With everything. I mean the larger the volume, the more, the more, I guess down and dirty we can get with our pricing. So, but the benefits of partnering with Basys, whether they're, you know, You know, very small or very large. I mean, we have, we have customers that are quilt shops that do 500 in volume a month.

And, you know, we have massive publicly traded corporations that are doing 50 million a month in volume. So 95 percent of our benefit is in how we handle the account. The rest of it is in that savings. So the more volume you're doing, obviously the more savings it could be. I mean, there's folks that were saving hundreds of thousands of dollars a year.

Mike Merrill:
Well, to restate the obvious aside from all that cash flow management's got to be one of the big benefits that companies are going to get by doing this versus using their own cash right out of the bank to pay for things that maybe they can sort of pace out and sort of plan on a little bit ahead of time versus, you know, just cash out of pocket.

Kenny Thompson:
Right, absolutely. So the days to speed up AR collections via all of our streamlined payments and invoicing programs to next day funding. So if they process a credit card today, if they, we've got one of our Foundation clients is processing 250,000 plus transactions. It's in their bank account by next month.

Mike Merrill:
Oh, that's amazing. That's fast, faster than a wire sometimes, right?

Kenny Thompson:
It is. I just waited. I had to wait like three days to get a wire transfer. I did. I didn't know that was possible.

Mike Merrill:
Yeah. Yeah. Yeah. That's interesting of course, now the other thing, and I'm just want to re round back to you talked about the barge situation.

I know, you know, if I travel internationally, whether it's for work or for vacation, man, it's easy to just swipe the card, let them do the exchange. I'm not getting jacked by some exchange raid or some third party that's, you know, take, skimming off the top. I mean, those credit card companies are probably a little more aggressively, rated on their exchanges.

But you know, any international business seems like a credit card's a great solution for that, right?

Kenny Thompson:
Yes. 100%. And plus the security and the insurance policy of your credit card. If something goes awry with a trip or with any kind of purchase, you have that ability to use it as a charge.

But as far as internationally, a hundred percent, you're going to get the best, you're going to get that day's exchange rate plus or minus a Basys point or two, which. There's a lot better than 15 percent to 20 percent right. Most of the exchange little kiosks.

Mike Merrill:
Yeah. Or if we're down here in the States and you get a check sent to you from Canada and it bounces and they say, Oh, come get it.

It's like, what are you, what are you going to do? You know? Well, they'd say, sorry, they wouldn't say, sorry, but yeah. So sorry. Hey, sorry. That's true. So yeah, there's, Obvious benefits for that. And you would know immediately, Oh, it didn't go through versus you got to wait for the check to clear or call the bank and hope everything, you know, works out.

Kenny Thompson:
Right, That third step in about, I don't know, two, less than two seconds declined.

Mike Merrill:
You hit a big buzzword. There was security. What, aside from that, what are some of the other security benefits to making sure. You know, obviously theft or, charges that are fraudulent, immediacy of cash knowing that the money's valid or somebody's covering it.

Are there any other things besides that behind the scenes that are happening?

Chris Borchers:
Yeah, no, there's a ton to talk about here and that's a great question and, we can talk about, I think the

most common thing that people think about is PCI compliance and obviously we have a whole department that does all that.

Kenny can talk at length about that but we do obviously take. All of those concerns off of you with this particular integration with Foundation software. On top of that you really do need to look at your PAM processor or whoever it is, and then maybe not just PAM processor, but also any software you have in your shop, you know, the common threats, phishing attacks is the most common one that's out there right now and for those that don't know what that is, that's where you're receiving a request from a bad actor. It looks like it's a trusted source. Somebody in your office clicks on it and then bad things happen from there. Malware can be installed on your machines. So those are the most common things that we see and causing problems.

And that leads into, well, how do you prevent that? Even if you have a phishing attack and you do that by multifactor authentication. So that sounds really wordy. But that is an experience to where it takes two forms of identification to log into a system. So this is where I get kind of nerdy or. That maybe Kenny does here.

What that means is you can either validate a second way. The first way is username, password. Second way, the email text were on your phone which everybody has one of these. So best case scenario, you're authenticating on an app on your phone. That way we know it's you whoever the software is knows you.

And so those are the kinds of questions that you probably need to be asking. If you're just typing in a username, password, that's probably not safe enough for 2024. So that's just best practices across the board. And then with credit cards, we talked about PCI compliance and how we can help with that. We take a lot of that control off of you but making sure that you're still on the hook for your customer card data.

So whether or not you're on a wall, on the hook, you know, your reputation is on the hook. So making sure that your data is being stored separately from other customers data within those backend systems, making sure that the encryption methodologies are all up to snuff. Those are all things that you need to be asking your payment integration, and Team to see whether or not they're doing that correctly.

And, the funny thing about all this and I kind of laughed because I think I probably just talked to everybody listening into, well, I don't want to do this, this sounds too scary. But you know, with the Foundation software integration, if you think about it as a trip to the doctor's office or a trip to the dentist's office a lot of times you get a bill pay online.

You know, the experience that has been built is that same experience. So you're logging in a little bit of identity, identifying information, and then your customer is paying. So as a, as the, as a Basys customer, you don't have to have anybody with a login to our payment system. We handle all that behind us and Foundation with this type partnership all that's handled behind the scenes and it's seamless for your customers no risk here at all.

As far as security is concerned, but definitely some good things to think about. If you're going outside of these systems.

Mike Merrill:
Yeah, my hunch is that most people are now fairly used to the MFA or multi factor authentication compared to, you know, a few years back, I used to, it would give you the option and I'd always say, no, no, no, don't want it, don't want it, don't want it.

Now it brings me comfort to know, okay, if someone's trying to use my card, I'm getting a text. And it hasn't happened much, but a couple of times I got a text when I wasn't buying anything. And so, you know, they didn't charge a fraudulent charges avoided because of that. So it's nice that you have services that allow for that type of security also to make sure their money's safe and they're not inheriting a headache, even if they could get out of it and aren't on the hook for it, they're not going to have to deal with the three circus of, you know, working through it.

Chris Borchers:
Right, absolutely. Yeah. It's just that extra level of security. Yeah. And sense of comfort that goes a long ways. And, and I agree with you. I don't like it. I'm having to ask my wife for different things, you know, sometimes when you're, you have accounts and stuff

like that, it slows you down. But yeah, it's there when you need it.

Kenny Thompson:
Well with card, I add this, that card testing is, has become such a huge issue here. People buying hundreds of thousands of card numbers and expiration dates on the black market, hacking into somebody's e com system and running, you know, those hundred thousand transactions within 20 minutes. And we have actually gained some nice customers because of that.

Their current processor did not have those security measures in place and 000 transactions in 20 minutes. They still had to pay the authorization fees. Even though none of the transactions may have went through, they may have paid 4, cents every single card that was authorized. So it's still a nice little expense with zero sales.

Mike Merrill:
Interesting. Yeah. I hadn't thought about that, but that makes perfect sense, especially on that level of volume that it could really start adding up and be real painful and expensive. Yes.

Chris Borchers:
Yeah. Years of years of defense code there for sure.

Mike Merrill:
Yeah. So what are, are there any real quick things that people can look for that are like really, you know, black eyes or something that can be like.

Ok, this is a real problem. Is there something quick that people can look at with their current process to say, you know, you really need to look deeper into this because, you know, I'm getting this junk fee, or this rate is above X, or You know, what are some of the common things that people aren't aware of that are maybe easy for them to spot and realize, you know, maybe it's time I call up Basys and see if we can get a little bit more gritty on the pricing of what we're paying right now.

Kenny Thompson:
Well, one of the things that we take great pride in here at Basys is our net promoter score. So for those that are not familiar with what a net promoter score means, it's literally the likelihood, the ranking system, how likely would someone refer you to someone else, your product or service?

So there, it's a, it's a graph that goes from negative 100 to positive one. We're being the very best. So we are in an industry that. The NPS score typically hovers somewhere between negative 20. We've seen negative 27. We've seen negative thirties in our, in our business from the top five processors out there to one of the highest we've seen is plus positive 15.

So our NPS is something, like I said, we take great pride in. It's averaged over 75 since we started using the third party verification firm almost two years ago to track that. Customer attrition rates is another one. It's a, it's a big telltale sign that most processors, most people are going to tell you that they're, you know, they keep all their customers.

That's not the case. We've seen some of the top five processors out there run press releases, bragging about keeping 62%. Customer retention rate. We want to, I mean, it literally makes us nauseous. So, Basys we retain over 90 percent of our customers year over year. So that I used to think it was our smiling personalities and great greats.

It's our attention to customer service. We do anything we can to keep a customer happy. It's kind of one of our mottos that it's a hell of a lot easier to keep a customer on Friday. Maybe they'll find a new one on Monday. And it's so true. We do, like I said, our customer experience team, 99 plus percent of all of our calls are answered within three rings by a live person.

And that frontline customer experience team of ours has a 96 percent chance of first call resolution, unheard of in the industry. Most people, they don't care. They just want to get their problem taken care of. We use a CRM tool that basically we know who's calling before we answer the phone pops right up.

Our CX team has every, the last 10 calls for that, for that client. So they don't have to start over from scratch. We know possibly what they're calling in for.

Hopefully call them by name. So these things really resonate with our partners. Our number one goal has always been to make our, Software and our banking partners look good to their customers.

And if we do that, we know that everything else is going to take care of itself.

Mike Merrill:

Yeah, that's a great point. I won't name the internet provider names, but man, I replaced a router the other day at home and three hours, three different calls, two different web chats. And four days later they had to send a technician out and he couldn't get it resolved and it was just a simple, I mean, the same brand hub that I already had, it was just a newer version and just took forever and was just a mess and a nightmare.

And I just thought, my goodness, you know and the fact that I had to, and I'm like, are there no notes? Like I spent two hours on the phone yesterday with two different people and they had like, I had to start over. And so I know, you know, here we, we do the same, use an amazing CRM tool and just knowing what people are going through and why they're probably calling when they call.

So you're not having to put them through that again, and you're efficiently resolving it as a, as a big deal. And again, especially in your space. And we've used authorized.net here as a processor before Stripe. We're on a different one now. I mean, we've been the years and for various reasons, you know, integration or different things, rates.

But I know, you know, I mean, it's 95 percent of the revenue now that we do is all through credit card processing. Very big part of the business and the, and those expenses really start, you know, you get into the millions of dollars of a volume run through there. It really adds up. So not just a financial gain, but the hassle, the headache, the peace of mind.

There are a lot of reasons to make sure that you have this tool really dialed in and that you're working with a great partner and. So it's very interesting and helpful to hear you talk about some of the behind the scenes stuff that most of us are busy, you know, doing our

day to day business, and we're not worried about this side of it.

And it's an area where you don't necessarily have to sell more to actually keep more of your profit, right?

Kenny Thompson:

Yes. Yes. We realize we're in that kind of out of sight, out of mind space. No news is typically good news. But we still go to that extra link to reach out and make sure that our clients and our partners are having the experience that we set out 27 years ago to deliver and you're right.

It does pay off. And we, most people throw enough stuff on the wall, see what sticks and then they go replace it and they have to be selling hard. They, it's a, it's kind of a slimy industry that we're in. I mean, it's, it has an NPS score of less than what used car sales. As a whole, so it's, it sounds almost arrogant to say, but it's not that hard to stand out in this industry.

Do some very simple things for your clients and your partners. The bar's been set so low that it's, you could literally tiptoe over it. So, we're having fun. It's fun. Especially when we partner with folks like Foundation,

Chris Borchers:

I really compare it to like being an offensive lineman, you know, it's like you do all the blocking, you do all the things to make.

The customer have a good experience and you don't get much credit. Right. But if you miss a block and you left somebody through what he's looking at you. So I think we kind of Basys as a culture, we really enjoy that part of our jobs. We're not doing a lot of things like this and out in front and vocal.

This has been definitely a breath of fresh air working for this kind of company.

Mike Merrill:

In your minds on a awareness level what are the main things that companies call you and complain about initially? Is there something that stands out? It's like, it's

always, or usually this that they noticed, and this is why they're shopping or looking.

Chris Borchers:

Yeah. I think within, especially when I think about a Foundation software customer they might not be thinking a lot about processing credit cards they might be things are working fine. You know, I've been processing checks last 20 years. That works fine. I got somebody in the back office, they spend, you know, eight hours a week and it's, they drive the bank and it's not a big deal, you know?

And so a lot of the things that we've talked about, if they made it this far through the call, you know, they might be a little apprehensive of change. And I think when you're looking at making that change and that's where, I mean, I was just talking to a Foundation customer last week and, Yeah, he's like, man, yeah, this is going to save my team eight hours a week.

Cause they have these really big customers that have these really complicated invoicing solutions for. So you're, they're sending, you know, this is like a nationwide company and they're sending invoices out, you know, 50, 100 a month, and they have five or six of these types of customers. And so they don't have to do all that back end reconciliation.

This payment goes to this invoice. This payment goes to that invoice. They're able to just do that real fast. And so that's going to save, that's going to allow that resource 40 more hours to do. Other things within the office, you know, there's, everybody's got more problems than just processing checks.

That enables them to do bigger and better things. And again you want, the other thing is that you want to make sure that it's tried and true to whatever you're trying to do. And I think since we've got so many customers that are now on this platform we've put over 20 enhancements onto this, you know, it's not just.

It's not the sales guy sitting here saying it's going to work. Like, you know, it's working every day. And I think it's going to be a real good experience for people that are willing to make that leap.

Mike Merrill:

Oh, that's great. What, what about their side? Is there anything that stands out that people don't seem to be aware of that you identify most often, that's a big problem you're like, Oh man, nobody ever knows this, but it's always an issue.

Chris Borchers:

Yeah. We see this a lot. With our silver integrated software partners and integrated partners we want payments and we want it to work and we know that.

Mike Merrill:

Patient we're a patient industry,Right? We want automation, but we want it today.

Chris Borchers:

Right, and what we've seen with one particular customer of mine they implemented a process without somebody internally really understanding how their processes work. They worked with a vendor that very much was like, here's your API docs. They'll figure it out. And so they wanted it fast, so they got it fast.

But what they didn't realize as they went live, because it's really easy to build a process to accept a payment, but it's really difficult to think about, well, what are all the backend things that are in play here? What systems have to be sunk up and different things. And so what ended up happening with this particular.

Customer. And this wasn't, this was a customer, this was an experience with one of our customers with a different processor. They ended up double draft and triple draft and actually terminating services that should have been terminated. And so very bad customer experience. And the funniest thing about this is that each time that you have a problem in these kinds of integrated payment suites, it's not just the root cause that you have to fix, there's a data issue behind that.

You got to go figure out, well, how many customers were apart of that. So 50, 50 or so of these scenarios, this customer went through. And when they did get the process from a call, they were offshore. So they would take nine o'clock, 10 PM calls to get some of the

processor problems that were part of the root cause of the issues, right.

To point them to the problem. So, you know, just a nightmare of a situation and that's where. As head of technology here at Basys is like when our customers are having these problems those are our problems and you're getting off on shore developers jumping on calls real time.

We knocked that stuff out real fast because we understand how important it is those processes get fixed and that you're not. Running over the same things day after day, week after week and compounding the problem. So definitely be watching out for a processor that'll work with you.

Mike Merrill:

Well, not only is time money, but when they have issues with billing or payments like this, that domino effect that erodes trust with their customer or with other people involved in this that are drug into the problem. They may be making more work for themselves later, because now the next one's going to get questioned on the next one.

And they're going to always have that little asterisk in their head, like, Oh, we've had issues with these guys before. And so maybe you're getting discredited a little bit because, you know, you drug somebody through something and it's not the, it's not the construction company at all. It's the processor behind the scenes and maybe their integration or their process broke down and so, yeah, their sacrifice credibility, sometimes.

Chris Borchers:

Yeah, that's where I mean this. I think that's where it's just a beautiful thing. That's the partnership between Foundation and Basys. Is that the amount of trust in the amount of attention on both sides to make that best customer experience as possible, you know, to.

To be live and to process, you know, millions of dollars of transactions without any defects. And it's just, I mean, that's unheard of in the software world. You know, you tell anybody that you deliver new software

with zero defects and that'll, I think anybody will take that.

Kenny Thompson:

The other aspect of that is there's so many of these third party integrations where you have a processor, you have a gateway.

And when something like this happened at the client that Chris was talking about, they point the finger. It's not us, it's them. And as a customer, how do you really Know.

Mike Merrill:

You idiots figure it out. In my mind why am I even here?

Kenny Thompson:

Yeah, it's not my problem. Yes. Fix it.

Mike Merrill:

Sure.

Kenny Thompson:

So that's the beautiful thing.

One of the beautiful things with Basys, it's our gateway. It's our baby. My partner's CEO hates the term, but it's, you literally have one throat to choke here. And it's us, the buck, the buck stops here. And we have the people that Chris mentioned in house that can fix it. Thank God we haven't had to fix anything yet though.

Chris Borchers:

Yeah. And oftentimes it's a limitation, that's why I always go back to the term read the API docs. Well, that's great. Like, you don't need to understand my business. You need to understand how my business is processing. And so whether you get a sales agent from Basys, you're going to get a great experience there.

You get into our partner support or merchant support, you get the second, you know, the second layer of that understanding of what the business processes is and then you get our title teams. It's the same thing. We

want to understand how your payment ecosystem is working so that we can make sure that, okay, well maybe it's not this endpoint you should call, you should call this endpoint and we can actually save you two or three calls to do what you need to do.

So that's real technical. It's probably gonna be a lot more technical than a lot of folks want to get to, but. It's really hand holding that we love, that white glove service, and Kenny's talked so much about it on the customer service perspective, that having that on a technology perspective is Almost unheard of.

Mike Merrill:
Yeah. Yeah. When that, when that's happening behind the scenes, it's not necessarily customer facing, they don't know that attention to details necessarily happening, or they don't know why it works so well, it's just working. So they assume, well, yeah, it should work, but you know, there's a lot, a lot of, a lot of sweat, blood and tears that go into keeping ahead of these things and making sure that they're running smoothly, just like a finely tuned engine or anything else that you're, any other process that you're trying to perfect, or at least make as smooth as possible.

It's great to hear that there's strengths in the back end of what you guys have figured out helped your customers better as well.

Chris Borchers:
It's all about keeping the quarterback safe. You know,

Chris Borchers:
I was going to say that, we got to keep our, we got to keep my home.

Mike Merrill:
You don't like football at all.

Chris Borchers:
Chiefs fans here.

Mike Merrill:
Love that. That's cool. Well, so is there anything else? I mean, we've talked about a lot of different things. I think we've really done a good job of highlighting. Some of the main things that companies need to look for, hopefully the listeners are having some questions in their own mind, even if they feel like they're in a good place like we did when we were on authorized.net or when we were on Stripe. You know, you don't know what you don't know. It's healthy to ask these types of questions and whether it's auto insurance or your payment processor, it's always good to check, a few times a year take one or two of those calls. In this case, maybe take a call from Basys or reach out to them and see if they can actually help improve what you already have going.

Maybe, maybe you're saying, ah, it ain't broke, don't fix it. Well, it doesn't have to be broke to necessarily be as efficient or saving you all the money that you could be saving, right?

Kenny Thompson:
I couldn't have put it better myself. I can't tell you how many times in the last 21 plus years that we've talked to somebody that says you can't touch our rate and in some case that's true. They have a very, very, very good rate. But in most cases, if they're in that B2B card, not present space there's some great things we could do with our gateway. Typically we could save folks money. If we can't save you money, we're going to be the first to tell you, as you said, it makes perfectly good business sense to check it out, to spend five minutes, send over one of your statements, our team will take a look at it, analyze it.

We'll spit it back out get it back to you. If worst case scenario, we tell you, Hey, you're in good shape.

Mike Merrill:
Yeah. What a great way to validate that. Yeah. You know what? We're doing great. You know, you can go back and report that to your superiors and say, Hey guys, I did double check on this and we said, yeah, look, you know, I'm, I'm still putting the work in.

I'm still double checking. I still got your back. Even though we're in a good spot, we're validating and

making sure, you know, measure twice cut once kind of thing, but we're just going to make sure, right?

Kenny Thompson:
Absolutely. So, I mean, worst case scenario, we typically find out even if we can match the rates after they learn a little bit about Basys.

They're like, Oh my God, you guys are real. I haven't heard from my processor in years, or I don't even know who my processor is. The name changed, you know, 17 times. So I don't even know who they are anymore. That consolidation in this industry, it's crazy. This, everybody is pretty much funneled up through one of those big five.

We're not for sale and that resonates with some of these Foundation customers that we're finding out. That are family owned businesses. So we are family owned. We're privately held by Brad Oddo, who was my partner for 21 plus years. And that's not changing. He's, he's wanting to turn over the businesses, three sons.

And one of them, I mean, one of them is a freshman in college, a junior in college and a sophomore in high school. So. We plan on being around for a bit.

Mike Merrill:
Well, it's been a lot of fun, gentlemen. I've really appreciated getting to know you both and learn more about your business. It's a fascinating sometimes what you can learn on things that, again, it's out of sight, out of mind.

You don't know all the work that's going on, all the hamster wheels and the gears that are moving to make all this stuff happen, but, but it's a, it is a fascinating business and again, another area where companies can, you know, get that extra oil change in and make sure that things are running right.

Kenny Thompson:
Likewise, I've enjoyed investigating, some of our research for this podcast going back and listening to some of your previous and watching them. Learning

a little bit more about the entire ecosystem in that construction, Vertical Foundation.

Mike Merrill:
Yeah, we appreciate that.

We've had, we've got some great customers, lots of great partners. We've had some really, really awesome industry experts as guests. And again, we're all, you know, and all of our guests and we're not paying them to be on and they're not paying us to come on and we're not taking advertisers. We're, we're just trying to share knowledge and goodness with the industry and with our peers and with our partners and our customers, because we care and we want, we want that rising tide to lift all the boats in the Harbor.

Chris Borchers:
Keep up the good work. It's been a great time. Really appreciate it, Mike. Been good to get to know you a little bit.

Mike Merrill:
Let's keep in touch.

Kenny Thompson:
Thanks a lot, Mike.

Mike Merrill:
Awesome. All right. Take care.