

IMPROVING SCHOOL EFFICIENCY WITH ONLINE PAYMENTS

WHY DID OLDFIELD SCHOOL WANT TO GO CASHLESS?

By introducing ParentPay to Oldfield School, parents were given more ways to pay than previously available to them, ensuring the money given to their child actually reached the school safely.

Helen Flint, Financial Administrator at Oldfield explains: "We wanted to give parents more options to pay & reduce the risk to students carrying large sums of money with them on public transport. It also eliminates the returned cheques from the bank due to lack of funds etc."

WHY DID OLDFIELD SELECT PARENTPAY?

Oldfield decided to see demonstrations from various providers, giving them the opportunity to ask any questions in person. Helen adds: "We invited several companies into school to present to us so we could clearly see which would best suit our requirements.

There are many factors to take into account when making your decision, such as how long the company has been established for, word of mouth and what other schools have to say about the system. How system's compare/contrast in what they offer and how will they integrate with your current systems

We chose ParentPay as no extra merchant account was required, saving us money. Coupled with the very helpful staff, and comprehensive training available to us."

HOW HAS YOUR SCHOOL BENEFITTED FROM GOING CASHLESS?

As well as time saved with eliminating the collection and counting of cash, other advantages to the school include savings made as a result of using the ParentPay Communication Centre.

Helen outlines: "The key benefit for us is to be able to email parents, therefore saving costs of paper, postage and admin time. When emailing parents everything happens so much quicker, I can get an unpaid invoice sorted out in 10 minutes rather than 1-2 weeks."

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OBJECTIVE

To provide parents with other methods of payment, and reduce any risk to students of carrying large sums of money into school. Save money.

SOLUTION

Introduce an online payment system to provide flexible payment options.

OUTCOMES

Communicating with parents is faster, resulting in faster payments, saving us time and money, as no more cash collection and counting.



We chose ParentPay as no extra merchant account was required... coupled with helpful staff and training.

Helen Flint,
Oldfield school

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By providing parents with a more convenient payment method, it is possible to establish a higher uptake for school trips and other activities available.

Helen explains: "Trips are paid quicker by parents because it is on a first come first served basis, we use the online consent which is brilliant as it saves lots of permission slips hanging about. We also capture all the emergency contact numbers for when the students are out for the day, saving staff so much time in compiling the information."

ENCOURAGING PARENTS TO GET ON BOARD

Helen outlines how Oldfield made the best use of ParentPay: "We wanted to ensure the information was easily accessible to parents by making all school correspondence available online. We found this encouraged them to sign in and register, which in turn reduced the amount of paper copies we had to send out."

THINKING OF BECOMING A CASHLESS SCHOOL?

Helen advises: "By setting a deadline, sticking to it and ensuring clear concise procedures are in place, the implementation will run smoothly. Identify key staff that will require training and use the system on a daily basis. Finally, just run with it!"

USEFUL TIPS

- 1. AGREE A CASHLESS STRATEGY WITH SLT AND COMMUNICATE THIS TO ALL STAKEHOLDERS**
Your strategy could be something as simple as: From next term we'll be offering and encouraging parents to pay for items online, helping us reduce cash in school. Our aim is to be totally cashless in 5 years. Or your strategy could be more aggressive: All parents must pay online or through PayPoint from next term.
- 2. HAVE A PLAN THAT CAN DELIVER YOUR STRATEGY**
Plan key timescales including an onsite system demonstration, getting sign-off by SLT/Governors, staff training and roll-out. ParentPay advisors can help you with this.
- 3. RAISE AWARENESS AND INTEREST**
Central to your plan should be communication with parents and staff. Keep communication simple and positive. Our advisors can work with you to plan communications to suit your school. Aside from using your website, you could also use letters and emails as well as parent's evenings and events.
- 4. SPARK ACTION**
Consider a promotion to encourage parents to pay online or through PayPoint. Eg: for a specific event or school trip.
- 5. BE INCLUSIVE AND PROVIDE FOR CASH BASED PAYERS**
94% of parents prefer to pay online, but for those who don't or can't, sign-post them to PayPoint. There are over 33,000 local shops offering PayPoint across the UK.
- 6. REMEMBER ALERTS AND REMINDERS**
Provide balance or new payment notifications via ParentPay's email and text system to increase early payments and drive uptake

GET STARTED, IT'S SIMPLE

Our experienced advisors are ready to help, they can answer any questions you may have; provide a quote for your school; or give a demonstration of our system. You can even arrange to see us in person; we'll visit your school and show you and your staff how it all works.