



CASE STUDY:

HOJ Engineering & Sales Co. Inc.

Challenges

HOJ Engineering sells primarily to businesses, processing in-person or telephone orders via a number of POS (Point-of-Sales) terminals from several locations. HOJ Engineering would manually log credit cards, run payments through the POS terminal, write up job and invoice numbers, record customer names and the amount to run, and fax the information to and from other states. Many of the cards processed were business or purchase cards and the required data to qualify for a reduced rate were not supported on their POS terminal.

"As a result, the benefits of swiping a transaction were displaced by the cost of credit card fees as well as time spent by employees manually logging credit card transactions and keying cash receipts into their accounting software," said Addison Webster, CFO of HOJ Engineering.



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Addison Webster, CFO, HOJ Engineering & Sales Co. Inc.

Solution

After two years, HOJ Engineering re-evaluated its payment system and began vetting five different solution providers. The company required a cost-effective solution that enabled remote access for logging in and processing cards. After narrowing down to one provider, Webster was approached by the CEO to research one other option. He met with Platinum Payment Systems, who introduced him to Qualpay. Right off the bat, Webster found the solution to have a robust product that was ready to be used out of the box. Qualpay met all of his criteria: ease-of-use, web-based and affordable.

What once was a time-consuming process, can now be achieved in a matter of minutes by logging into the Qualpay platform, running transactions through the Qualpay Virtual Terminal, viewing transaction lifecycle reporting that easily tracks a sale to deposit. In addition, the platform supports intelligently prompting for business or purchase cards level 2 and level 3 data, meaning that these card types will always qualify for the lowest rate. "The Qualpay platform can be customized to meet specific business needs and their reporting flexibility surpasses anything I've seen in the merchant service industry. Switching to Qualpay drastically improved our service and reduced costs immediately. Qualpay guides our processes and allows us to achieve lower credit card fees," claimed Webster. To date, HOJ Engineering has over 30 users on the Qualpay Platform. The accounting team has increased efficiency, with clerks saving up to two hours of their daily time. By automating the payment process, clerks avoid time consuming accumulation and reporting of credit card data.

Qualpay replaced the POS terminals with their Virtual Terminal and provided all users with access and training, making certain fields required to enable an easy reconciliation process. HOJ Engineering has a number of repeat customers that are now stored with their card details in the Customer Vault. They are also moving to selling online and have started integrated with woocommerce and Qualpay's plugin, to use one account for all the ways they are taking payment.

Benefits

- Cost-effective with competitive pricing
- Automated payment processing and reporting
- Secured storage of credit card data for recurring charges
- Increased accounting team efficiency and productivity
- Interchange optimization

“The number one benefit as a CFO is that it's all data-driven. We no longer need to interface with the people running the cards as I can pull the data straight out of the Qualpay system.”



HOJ Engineering & Sales Co. Inc. is a 150 person Utah-based provider of warehouse distribution consulting and material handling solutions. HOJ Engineering specializes in internal logistic design, space utilization, productivity and process improvement studies and app-driven inventory management solutions. The company provides support to the distribution, fulfillment and manufacturing industries throughout the United States.



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