

# Sills and Betteridge: The customer comes first

Like many solicitor firms in the UK today, Lincolnshire-based Sills & Betteridge are facing unprecedented competition for customers.

**Sills & Betteridge**  
Solicitors | Together we can

The firm decided the best strategy to grow their business and differentiate themselves in the market was to make its own services more accessible, efficient and customer-friendly.

#### Doing your research

Alongside providing out-of-hours telephone line support, the business wanted to rethink the ways they helped their customers to pay for their services, both on their website and in their eight offices throughout the Lincolnshire area.

Following some investigation, it emerged that the firm's card terminals were being used for payments over the phone and in person across the eight offices, but processing payments for repeat appointments was not as easy as it could be.

#### Collaborating with the customer

NatWest Relationship Manager, Andy Procter and Streamline Business Development Manager, Katy Wilson met with Sills & Betteridge's Martyn Hall to discuss his options.

After learning about how it could help his customers pay for repeat appointments, Martyn decided on Streamline's Virtual Terminal, which provides a single online portal for processing mail and telephone payments quickly and efficiently – with no extra training needed.

As a result, Sills & Betteridge now takes card payments both via their terminals in the offices, and using the online portal, saving handling time, boosting business efficiency and improving the customer payment experience.

Working closely with NatWest, Streamline and their web designer, Sills and Betteridge integrated Worldpay's ecommerce payment pages into their newly developed website.

This enabled them to offer their clients and trusted third parties a quick and easy way to pay invoices and appointment fees round-the-clock, on their website:  
[www.sillslegal.co.uk](http://www.sillslegal.co.uk)

Describing how the new payment options have helped his business grow, Martyn Hall explains,

**“We used to spend more time chasing our customers for payment, taking up valuable staff time – but now our customers can pay in instalments at a time that suits them, and we can keep better track of the payments too”.**

### **Always improving**

Worldpay has helped Sills & Betteridge achieve its aims of maximising service efficiency and offering clients greater flexibility in how to pay – a truly unique selling proposition in an increasingly crowded market.

Martyn Hall confirmed, "In future, I believe the firm can continue to thrive by offering more services online, and attracting more customers to our website. I'm confident we can better support any future expansion of outlets now we have the website payments integration in place".

### **Smarter, faster, easier – the case for card payments**

High street solicitors are facing more competition for clients than ever before, so it pays to start thinking about how you can differentiate.

Accepting cards is a no-brainer: it offers your customers more choice, and faster, more convenient, more secure ways to pay. Worldpay's products allow you to take online payments round-the-clock, over the phone and in person.

**Not only will card payments help you attract more customers by providing faster and easier ways to pay, but it can help make your business and your staff more efficient too.**