

BATTLE GROUND ACADEMY GETS THE HELP THEY NEED FROM THE INDEPENDENT SCHOOL PAYMENT EXPERTS



Connie McGee and the rest of her team in the business office at the Battle Ground Academy in Tennessee were already accepting credit cards for annual giving, bookstore sales, t-shirt sales and event tickets. After many calls, the big credit card processor they used finally agreed to reduce processing rates for the Academy; but Connie was still unhappy with the service and reports they offered.

Couldn't Get Through to Their Big Processor's Support Team

As one of more than 9,000 clients, Connie had trouble connecting in-person with anyone on their processor's support team when she had questions or ran into problems. The big processor clearly did not know about the specific challenges she faced. For instance, it seemed to be taking a lot of manual work for her three-person staff to just enter the credit card data into the system. She couldn't get on the phone with anyone to find out what they might be doing wrong.

Connie also needed better transaction reports each month. She couldn't customize what she had, which meant additional work for her team sorting out which purchases went into which accounts, and other critical information.

A colleague suggested she reach out to Diamond Mind. She was intrigued to learn that there was a payments company devoted exclusively to independent schools. Could that make a difference?

School Experts Sorted It Out and Made Tuition Acceptance Easy

When Connie called Diamond Mind, she was assigned a personal account manager who walked her through the kinds of reports she could generate with Diamond Mind. Connie was impressed with the flexibility of the reporting tool, and could see right away that it would give her the information she needed at a glance.

Connie also asked about making online credit card payments available as an option for tuition payment. While many parents had asked to pay for tuition by credit card, the school didn't offer the service to many parents as it seemed complicated and labor-intensive.

The account manager explained how the card industry's rules for convenience and surcharge fees, as well as the recent settlement of a major class action law suit, impacted credit card processing for tuition payment at independent schools. Hearing about the rules and lawsuit confirmed Connie's suspicion that this was a complicated area. But the account manager's confidence and knowledge assured her that the Diamond Mind team could guide her through the process with their expertise on payments and independent schools.

Today, the Battle Ground Academy uses Diamond Mind services and technologies to accept payments throughout their two campuses, including tuition payments, campus store purchases, and online and in-person giving. Connie's team now spends little time reconciling their monthly accounts thanks to Diamond Mind's customized reporting. Now Connie knows who to call when she has a question or hears about changes in any aspect of the payments industry.