



LCard service a hit with instructors and their pupils

The recently launched LCard service has been warmly welcomed by ADI's right across the UK. Victor, who teaches in Kings Heath, Birmingham, was really keen on the concept even before his pupils started using their cards.



He says "I like it because it is straightforward. A low rental rate for me and the option for the pupils to use their card if they want to. I am now taking regular card payments for lessons and I see this gradually increasing as more pupils realise that I have the facility."

New pupils

Andrew, who teaches in Kent, really believes 'in car' payments using Chip & PIN are the way to go forward. Although he has only had the terminal a couple of weeks he knows he has picked up new pupils because they could pay by card.

Money in the Bank

East Sussex instructor Bob thinks it is well worth it to offer a Chip & PIN service. It will mean that every lesson is paid for, even if they haven't got the cash. Bob has decided that he would rather absorb the processing fee himself on the one-off lessons and know that the lesson is paid for and in the bank that week.

Hear it from the pupils

Not only are the instructors excited about being able to take cards, more importantly so are their pupils. 18 year old Chris from Shropshire has now paid for all his lessons using his Visa card since his instructor took up the LCard service 3 weeks ago. He commented, "I wish someone had thought of this sooner. I never have enough cash to pay for my lesson so we end up driving around to a cash machine which I wasn't bothered about until my instructor Len pointed out that not only was I making him late for his next lesson but I was wasting my own time by having to come off the test course to get to a cashpoint. And as Len says 'time is money'. Once you think of it like that then its well worth the extra quid or so for using my card," Chris concluded.

LCard

Make it easy for pupils to pay by **Chip & PIN**



The LCard service is available to independent instructors, small or large groups

Full service support

- ✓ Mobile GPRS terminal
- ✓ Accepts all major credit and debit cards
- ✓ Telephone Helpdesk
- ✓ Fast and easy to set up

Only **£4.75 a week**

Time saving

- ✓ Maximise teaching time - fewer visits to ATM
- ✓ Payments are taken in less than a minute
- ✓ Money paid weekly into your bank account

Clear, low costs

- ✓ Only £4.75 rental per week (inc. VAT) plus £25 annual airtime for GPRS
- ✓ Mobile terminal delivered for just £10
- ✓ All costs are tax deductible
- ✓ 5% processing fee which you can pass on to your pupil or absorb to encourage more business.
- ✓ No merchant account needed



Call **0845 491 8410** (local rate) or sign up now at **www.LCard.co.uk**

LCard is a division of CabCard Services (UK) Ltd.

Recommend a fellow driving instructor to **LCard** and receive a £10 'thank you'

We recognise that the best endorsement a company can have is from satisfied customers. We are delighted that over 60% of all our new customers have come to us from such satisfied users. If you are delighted with our service then please spread the word to other instructors and we will be delighted to send you a £10 thank you when they join us.



Full marketing and promotional support

LCard will support any driving schools who take up this service with all the marketing and promotional material you need.

This will include:

- An initial pack of LCard branded Appointment and Progress cards telling pupils about the card payment option.
- A Quick Start Guide telling you all you need to know about using the Card Payment Terminal
- Business cards and flyers for distribution to schools and colleges.



Sharon Jamieson of LCard

We have many exciting ideas but we'd like to hear yours too!

Interested?

If you are an instructor who is interested in the extra business LCard could bring you, please call me on **0845 491 8410** for a no obligation chat, or email sharon@Lcard.co.uk or Text **Card to 82070**.

Keeping your terminal turned on

Every 28 days your terminal automatically updates its software. This usually happens in the early hours of the morning *provided the terminal is switched on*. If it is off, it will try to do the update next time you switch on.

Occasionally, if the terminal has insufficient power to complete the TMS (update) call, it will display a message "Return to Base". This refers to the charger base unit supplied with your terminal. As soon as the terminal is put on the base charger the update will restart. Only when the terminal has received the required information will a print-out state 'Report Complete, Download Config OK.'

So to ensure no disruption when you are on the road always leave your terminal switched on.

LCard care for their customers

For all general enquiries including driver accounts and card processing queries:

(Monday to Friday, 9am-5.30pm)

Telephone: 0845 491 8410

Fax: 0845 491 8411

Email: service@paycabs.com

For terminal equipment - faults, network difficulties and any hardware queries:

(Monday to Saturday, 8am-11pm, Sunday, 10am-5pm, Bank Holidays, 10am-4pm)

Help Desk: 0844 257 0115

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