



SERRALA

Turn it on

Flip the switch for easier
customer payments

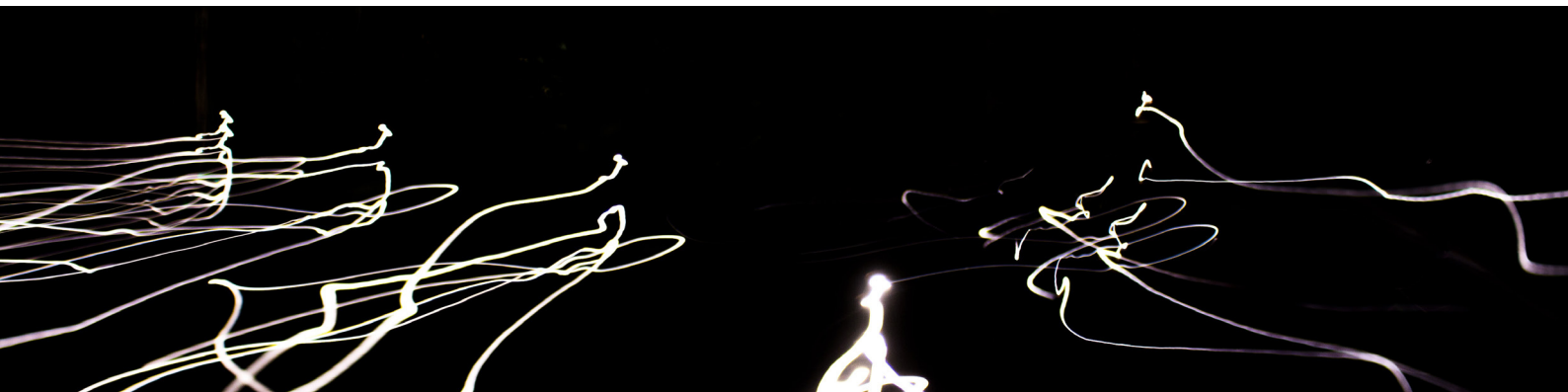


Companies are innovating in every direction. While pursuing their digital transformation and agile culture across labels and departments, they often neglect how difficult it can be for customers to pay them for the services they have received. Many organizations still send paper and email statements or an email pointing to an online portal.

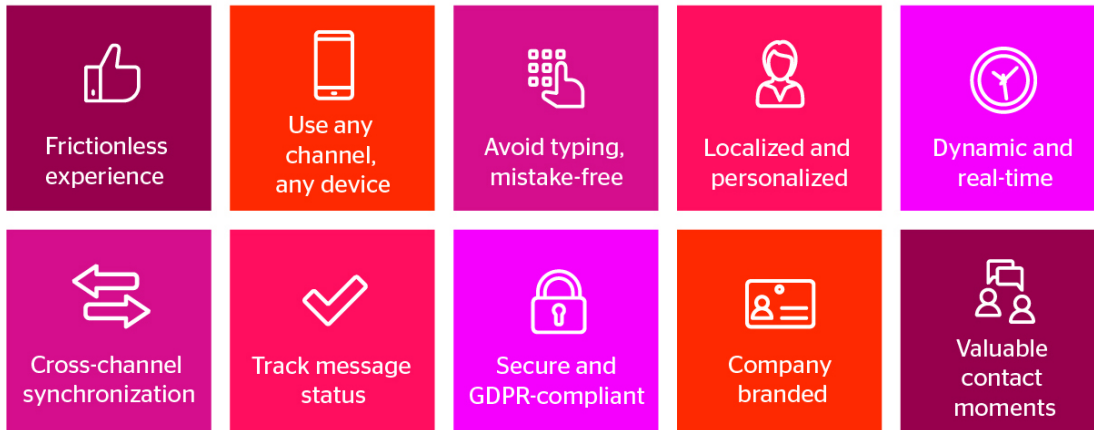
Serrala Alevate Request-to-Pay empowers you to speed up innovation and lower cost with an instant omnichannel payment strategy. Improve processes across all your global locations and departments to provide your customers with a seamless online payment experience. Turn it on!

Track the status of every message and payment in real-time to enable immediate service. You can have instant fulfillment to a last chance reminder so your customers can avoid suspension of service. Experience clarity in your customer and service departments while enabling faster and smarter follow-up of unpaid bills.

Utilizing patented technology, Serrala Alevate Request-to-Pay obtains real-time data from servers every time an electronic message is opened. This enables notifications to change appearance reflecting payment statuses such as Paid or Expired. This dynamic technology also turns a request into a receipt.



Serrala Alevate Request-to-Pay automatically synchronizes all messages to customers to bring clarity and transparency across every channel of communication. It easily embeds into all digital channels plus paper. You can send a payment request by email with a copy in the client portal and a reminder by SMS days later.



Universal payments connection between you and your customers

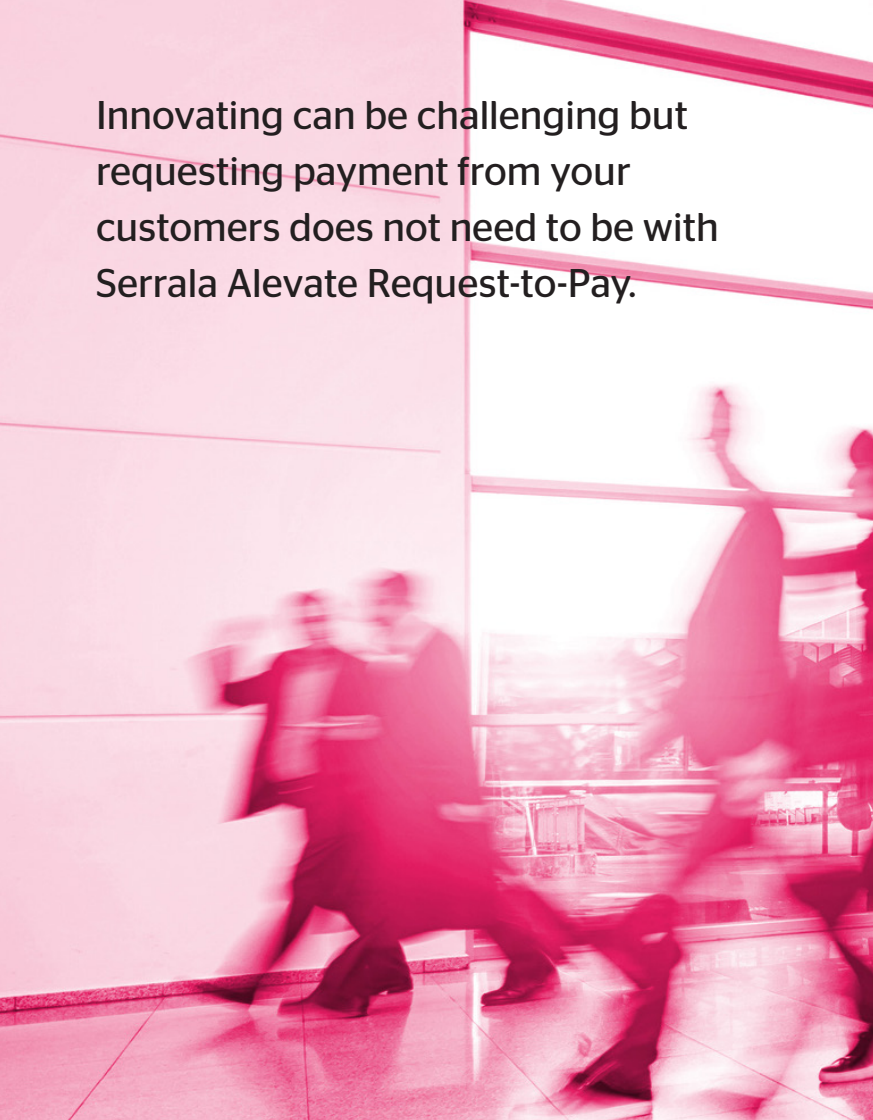
What ends up as a simple message with a payment link on a consumer's device, starts as a batch process from an ERP system. They can also come from a CRM application, Credit Management software or other systems. The resulting messages can offer several payment options for local or international online payment methods. After the message makes it across to the customer's preferred payment channel, Serrala Alevate Request-to-Pay stays connected to keep finance and customer contact systems up-to-date delivering valuable brand experience.

Our customers are successfully making Serrala Alevate Request-to-Pay their default building block for payments whether they are renovating legacy systems or innovating new products from scratch.

You can quickly begin to deliver:

- Instant payment during a WhatsApp chat conversation
- QR link to online payment on paper bills and reminders
- Follow up failed autopayments with digital payment requests
- Live copies of email bills in the client portal
- Dynamic emails for real-time pricing
- Automated dunning flows per email and SMS
- Automatic pre-reminders via SMS text message
- Eliminate MOTO payments from the call center
- Offer emails on rebates or special pricing quotes with deadlines from your site
- Leverage contact moment for upselling or data enrichment



A blurred photograph of several business professionals in a modern office hallway. The image is overlaid with a semi-transparent red filter. The people are in motion, walking past large windows that offer a view of a cityscape. The overall atmosphere is one of a fast-paced, innovative business environment.

Innovating can be challenging but requesting payment from your customers does not need to be with Serrala Alevate Request-to-Pay.

Success Story: Large Insurance Company

- Insures 10 million people in the Netherlands with 10 brands
- Serrala Alevate Request-to-Pay optimizes all their online payments across brands, products, and channels
- Integrated with SAP and/or via API to other systems
- Experienced increased innovation, improved customer journeys and internal processes to online payment reminders

Success Story: German Telecommunication Company

- Serrala Alevate Request-to-Pay for their e-commerce onboarding flow, emails requesting a down payment based on risk
- Fraud declined by 75% and enabled €0.5m more revenue per month
- Now expanding into Collections and to other countries



Serrala Brings Clarity to Complexity

Serrala is a global B2B fintech software company. We optimize the Universe of Payments for organizations that seek efficient cash visibility and secure financial processes. As an SAP Partner, Serrala supports over 2,500 companies worldwide with advanced technology, intelligent automation and personalized consulting. Our comprehensive end-to-end portfolio

automates inbound and outbound payment processes as well as the management of related data and documents. With offices in Europe, North America, Asia and the Middle East and over 700 employees, we are proud to be a trusted solution provider to customers of all sizes and in all industries.



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