

SPS first processor of Street Savings mobile marketing

ORANGE, US: Secure Payments Systems (SPS), a national leader of value-added payment services and transaction processing in the US and Canada, has announced that it has become the first direct processor of Street Savings mobile marketing products.



SPS says Street Savings mobile coupons and mobile rewards may now be purchased, provisioned ("boarded") and billed directly through SPS. Independent sales organisations (ISOs) and merchant level sales (MLS) agents gain a one-stop-shopping solution for cost-effective mobilisation of merchants' gift and loyalty programs.

The new business relationship is claimed to simplify the sales process for agents and merchants and is said to indicate a significant vote of confidence for the future of mobile marketing within the payments industry.

"Mobile is here to stay" said Lin Fellerman, president and CEO of Secure Payment Systems. "Street Savings has a well-designed product and business model and their mobile marketing products are a real value-add for our agents."

large retailers embrace it

Large retailers are embracing mobile coupon and rewards programs. Street Savings provides many of the same features of high-end solutions designed for major retailers but at a more reasonable price. Using Street Savings, small to medium sized businesses (SMB's) can build loyalty and improve contact with customers via individualised, timely text messages. Benefits include easy, affordable mobilisation of gift and loyalty programs, reduced marketing costs, and increase sales. Unlike "shared short code" solutions, Street Savings utilises a dedicated short code and its certified mobile marketing program adheres to strict industry guidelines to avoid potential service termination by cell phone companies.

Secure Payment Systems

Secure Payment Systems, Inc. (SPS) was founded in 1996 by Linden (Lin) Fellerman, former 20-year employee and president of the Telecredit/Equifax Check Services subsidiaries. Using dial, Internet, frame relay, and VPN communication services, Secure Payment Systems is directly involved in electronic authorisation and settlement payment processing activities for over 8000 client endpoints across North America including but not limited to check authorisation and guarantee, electronic check conversion, Check21 image processing, ACH electronic funds transfers, and gift/rewards card processing. With over 30 years of entrepreneurial achievement in transaction processing and risk management systems, Lin fosters a hands-on management philosophy resulting in unprecedented customer service levels and long term client relationships. For more information, go to www.securepaymentsystems.com

Street Savings

Street Savings provides mobile marketing solutions that increase revenue for merchants, acquiring banks and independent sales organisations by easily and cost effectively mobilising their gift and loyalty programs. The company's Mobile Rewards and Mobile Coupons products utilise mobile text messaging in coordination with existing payment networks and hardware to enable merchants to market directly to customers' mobile devices. For more information, go to www.streetsavings.com.

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