



Shift Solutions

Four ways to make education payments easier for students.

A difficult education payment process can affect not only the student experience, but also a student's ability to stay enrolled at an institution. Creating a frictionless payment process is worth the effort, as it saves you and your students time, money, and frustration. By building a seamless process that is easy to navigate and clearly considers payer needs, you promote trust and alignment between your institution and the students you serve. Here are four ways you can achieve this by making education payments easier for students:



Provide convenient and secure payment options

A streamlined payment experience needs to be full of convenient options that your students are familiar using. You can make payments easier for your students by offering a variety of payment methods, ensuring they can find one that best suits their needs. It's also important to partner with a payment processor who takes security seriously for your institution and your students. Be sure to check the processor's security reports and see what certifications they have obtained.



The Shift advantage

Shift believes in building strong relationships. We take the time to understand your unique challenges, and offer products to help create efficiencies for your institution. We've leveraged this approach to continuously improve our offers and create a truly world-class receivables solution that meets your needs.



Offer flexible payment plans

One way to measure the success of a payment plan is by examining whether it keeps your students enrolled and engaged. In order to do this, a payment plan should be flexible so that it fits your students' needs. Start by helping your students figure out the best payment plan through either a budget calculator or worksheet. A good payment solution should allow you to then make a custom payment plan based on these calculations, and even support the ability for multiple payers to contribute to the same account. Ideally, you can also use a built-in engagement solution to monitor and reach out to students before they ever miss a payment.



Give payers visibility into their payments

Transparency is enormously important in building payers' trust in your institution, and in eliminating misunderstandings before they happen. To achieve this, you need to provide payers with ongoing visibility throughout the payments process. Real-time payments tracking, payment status updates, and reminders of upcoming payment due dates are all features that help create insight into the process for payers. Likewise, your institution should also be able to view the statuses of incoming payments, as this can help you better assist your payers and keep your business informed.



Deliver dedicated customer support

Due to their size, importance, and infrequency, education payments can be intimidating to students and their families. First-time and infrequent payers located around the globe may have questions about the process. This is why it is important to provide the right kind of customer support. Consider whether your institution can offer 24x7 multilingual assistance across channels that include phone, email, and live chat. If providing this level of dedicated support is not possible, you'll want to partner with a proven payment provider who will become an extension of your office by offering world-class support services.

Shift has been solving complex payment problems for education institutions since 2018. Today, we continue to empower opportunities by connecting students with institutions to improve the payment experience worldwide. By combining our industry expertise with our powerful global payment network, Shift's comprehensive receivables solution makes transactions faster, more secure, less expensive, and more transparent.

Shift

Learn more or schedule a demo

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