

Case study: financial services



# Payit™ proudly partners with FreeAgent to offer a new way for customers to pay supplier bills

## The story in brief

FreeAgent is an award-winning UK accounting software company that supports more than 100,000 startups and small businesses.

FreeAgent wanted to improve its offering for customers, making the process of paying and reconciling bills quick and easy.

Payit was integrated directly into FreeAgent's platform, allowing customers to make secure and seamless bill payments.

It's currently only available for FreeAgent customers who bank with NatWest, Royal Bank of Scotland and Ulster Bank.



The fast, fair, simple and safe way to pay and get paid.  
For more information on how Payit could work for you, please contact your NatWest relationship manager.  
Eligibility criteria and fees apply.



Business

## How did we help FreeAgent achieve this?

By implementing Payit™ functionality, FreeAgent is able to:

Allow customers to make bill payments directly within their platform

Remove the margin of error for manual data entry as Payit is directly integrated

Remove manual admin tasks by automatically reconciling and marking supplier bills as paid

Offer an enhanced customer experience for those using this additional Payit feature

## Outcome



To date we've processed more than £3m worth of transactions for FreeAgent customers, with a 70% journey completion rate.

### Kevin McCallum, FreeAgent's Chief Commercial Officer, said:

“FreeAgent is trusted by more than 100,000 small UK businesses to manage their finances via one simple to use package. Integrating Payit directly into FreeAgent has made this even easier by eliminating manual admin tasks and allowing customers to pay and reconcile bills seamlessly. The feedback from our customers has been excellent.”

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