

# Time to pay



Gary Shaw at Accesspoint says it's time to embrace the many advantages that a payment portal can offer your firm and clients

Now is the time to build a resourceful nest of website solutions that can provide a culture of effective client engagement as well as fruitful new business opportunities for your firm. In this current working-from-home climate, it's extremely important to act fast, think outside of the box and strive to achieve a strong online presence if you want your firm to thrive.

Payment methods are certainly an area that could transform into an efficiency maximising machine for your firm – but is often overlooked when considering what integrations can be added to a website. It's time to start thinking about the future and embrace the many advantages that a payment portal can offer your firm and your clients.

In today's market, there are innovative standalone payment portals available that allow your firm to connect with a wide range of commonly used payment gateways – such as Barclaycard, Stripe and WorldPay – making transactions across the world convenient for everyone.

So, what are the benefits? Integrating a payment portal to your firm's website will instantly elevate your firm's ability to stand out from the competition as well as cater to your clients ever-changing needs and expectations. Firms that have already taken the step to facilitate online payments have seen huge benefits, including streamlined processes, improved client satisfaction, eco-friendly, transparent reporting and elimination of security risks.

A common issue that many SME law firms may be all too aware of, especially during this difficult period, is setting up a process to get paid promptly. Being able to have a clear understanding of what is going on with your finances is extremely important. Remember, 'certainty is a valuable asset' and knowing what is coming around the corner and being able to effectively plan for it is vital to ensuring your firm and clients are well looked after and accounted for. The use of a payment portal will quickly reduce the risk of irregular and unpredictable cashflows, as many portals facilitate a monthly/annual revenue report that can be dynamically created to track performances in the firm, which is very useful for staying prepared and planning.

Additionally, why not consider the positive impact a payment portal can provide your firm regarding security measures.

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