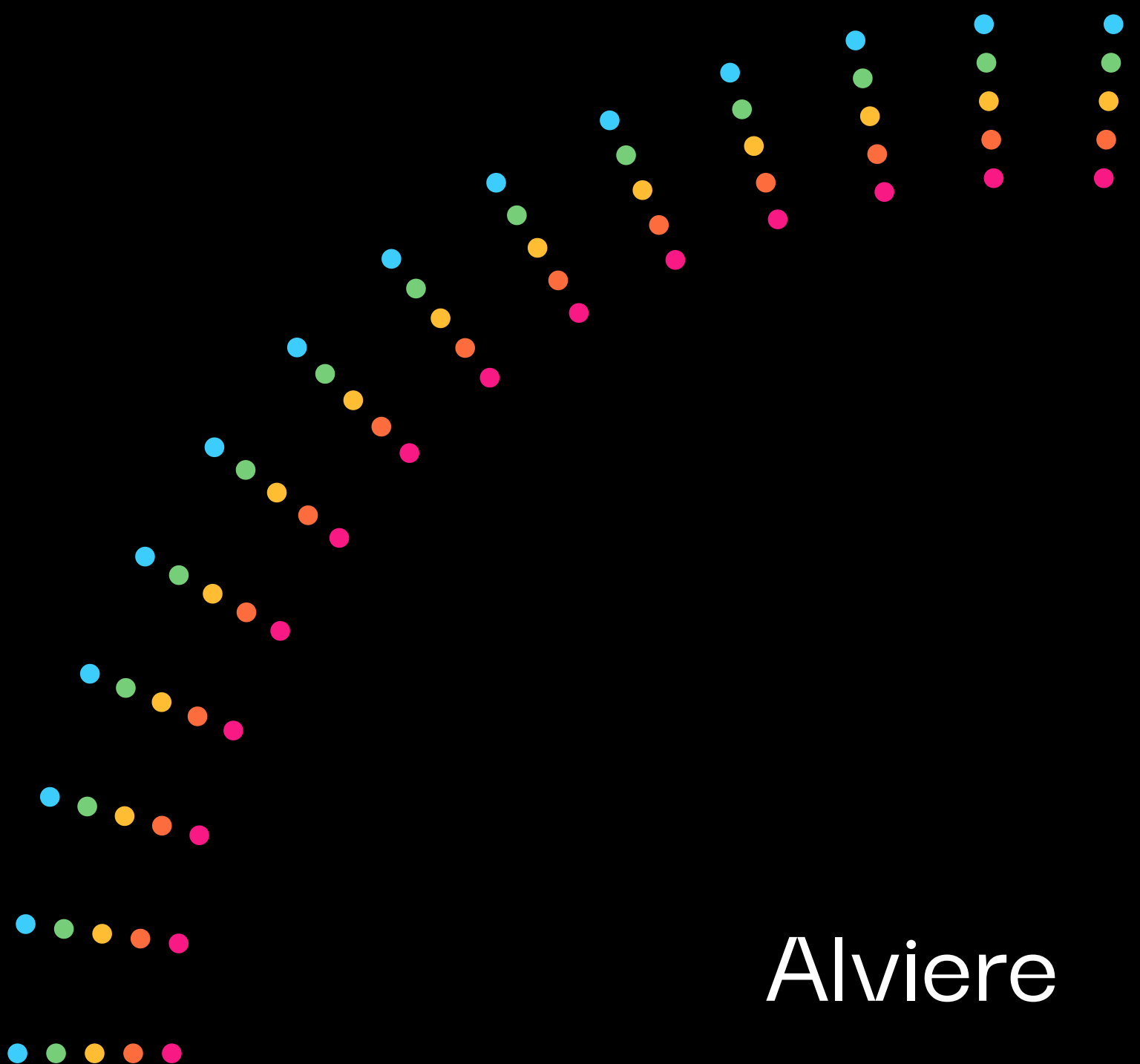


Case Study

AutoPayPlus

Powered by Alviere



Alviere

Background:

AutoPayPlus by US Equity Advantage is an industry-leading automated loan payment service for automobile purchases, offering consumers flexible payment options matched to their paychecks, which leads to better budgeting, prevents late fees, and can accelerate the loan payoff.

The company has long-term relationships with independent agents and dealerships nationwide and has processed more than \$5 Billion USD in loan payments.

Challenge:

The initial business challenge that AutoPayPlus wanted to address was streamlining the process to pay commissions to its finance and insurance managers on-site at dealerships across the U.S.

The company paid commissions to employees weekly, monthly, and quarterly by paper check, which led to a large amount of manual processes to issue the checks, including fielding returned mail and investigating the delivery issue, including stop payment effort and expense. This was also frustrating for the employees receiving commissions, as it meant their payments were delayed. AutoPayPlus also realized there were hard costs in the form of postage to mail the paper checks that could potentially be reduced or eliminated.



Solution:

Alviere's comprehensive embedded finance platform brought financial products and services to AutoPayPlus to optimize the commissions payout process. Initially working with another vendor, AutoPayPlus recognized the Alviere HIVE platform was flexible enough to expand the original scope for an employee solution to include enhancing customer-facing loyalty programs in the future.

The range of modular financial solutions available in one platform set Alviere apart from other providers who had only a point solution to address the short-term need for more streamlined commissions payments. Plus, the full security, compliance, and regulatory coverage Alviere offered, including U.S. money transmitter licenses (MTL), provided peace of mind for long-term viability and success of its financial programs.

How it works:

Employee retention:

Powered by Alviere, AutoPayPlus provides reloadable, prepaid debit cards to their managers across the country. The cards are open-looped, meaning funds can be spent anywhere for any purchase, and there's flexibility to transfer funds to an external bank account, giving employees full control over their finances. Alviere's solution enables:

- **Instant settlement**, by processing account-to-account transfers all within the Alviere platform rather than bank-to-bank. That includes transfers from a master account for AutoPayPlus to the individual employee accounts.
- **Reduced fees on each transaction**, with commissions paid from the master AutoPayPlus account to individual debit cards within one payment ecosystem. This also eliminates postage cost.
- **Flexible timing for payouts**, with the ability to issue commissions payments weekly, monthly, and quarterly as desired to retain AutoPayPlus employees.
- **Additional revenue** streams from employee debit card transactions. With every tap, swipe, or purchase an employee makes with their debit card, a percentage goes back to AutoPayPlus as the card issuer.

Loyalty & Rewards:

Soon after launching the employee payment solution, AutoPayPlus engaged Alviere to address a new business challenge: Adding more value to dealerships by encouraging customers to choose the dealer for maintenance services after a vehicle purchase. Currently, only 13 percent of car buyers maintain their vehicles at the dealership where they bought their car, according to data from the National Automotive Dealers Association.

The solution was AutoPay+PERKS: A prepaid, reloadable debit card branded for each participating dealership – and could only be spent at the respective dealer location. Any customer who gets a loan with AutoPayPlus automatically receives a AutoPay+PERKS card already loaded with funds to use toward a maintenance service. With this closed-loop card, AutoPayPlus is helping to drive customers back into the dealerships for future purchases.

Incentives

The Alviere HIVE platform provides flexibility for tailored rewards to incentivize customers to continue adding their own funds to the AutoPay+PERKS card and purchase maintenance services at the dealership. For every \$1 that a customer deposits into their AutoPay+PERKS account, the dealership will provide an additional boost, for example, 10 percent that can be used exclusively at the dealer.

So, \$100 deposited by the customer can cover \$110 worth of service at that particular dealership. The flexible HIVE platform allows AutoPayPlus to configure rewards and customize the logo and branding of the physical card at the individual dealership level.

Save Now, Buy Later (SNBL)

Customers who anticipate a major maintenance service can make regular deposits to their AutoPay+PERKS account to save up enough money to cover the expense. This [Save Now, Buy Later](#) (SNBL) model flips Buy Now, Pay Later (BNPL) on its head by providing customers with an incentive to practice smart savings strategies to increase their buying power without taking on debt.

With AutoPay+PERKS, customers reach their goals faster because dealerships match the additional percentage of every customer deposit. At the same time, the recurring service business extends the customer lifetime value (CLV) for the dealership.

Program success:

With strong results for participating dealers, AutoPayPlus is working with Alviere to expand the AutoPay+PERKS program to get more cards into customers' hands even faster. Alviere's debit card solutions have options for both physical and virtual cards. These physical cards are a reminder to the consumer that they have perks available to use.

Looking forward, the program will add virtual cards that can be delivered to customers instantly. Every customer that buys a car at participating dealerships - not only those who are financing their vehicle through AutoPayPlus - will also start to receive AutoPay+PERKS cards, exponentially increasing the scale of the program as a testament to its success.

“At AutoPayPlus, we’re always looking for new ways to build customer loyalty and retention. Alviere enables AutoPayPlus to transition from being a valuable resource in helping dealers close a one-off purchase into a trusted partner that can now offer the opportunity for dealers to create long-term relationships that are critical to driving repeat business”

Robert M. Steenbergh
Founder and CEO of AutoPayPlus

