



Harris Morton,
Managing Partner



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Credit Card Processing in this Economy—Baseline Processing

The COVID-19 crisis has rocked the economy.

It's caused merchants to rethink how they're doing business, and what business will look like in the future.

As BSIA members know, the association is here to help. On April 17th, 2020, in a webinar, we invited affinity partner Harris Morton — managing partner of Vancouver-based Baseline Processing — to talk about how payment processing is undergoing transformational change.

Baseline has been providing payment solutions to our members for years, and Harris spoke about how these uncertain times are forcing both merchants and customers to re-think how they're paying for — or receiving payments for — goods and services.

We know that card-present transactions — where your customers use a physical terminal — have plummeted over the past month. On the rise, now and into the future: card-not-present payments, using a software solution that Baseline has convinced us, as an association, and our members to use. It's fantastic.

From a security standpoint, it's compliant — card numbers are “tokenized” to prevent breaches.

From a convenience standpoint, it is easy to use.

From an efficiency standpoint, it points to better uses of your accounting department's time — and might mean money in the bank faster. It can be used from home, if your people are working there, and your sales and service staff can even tap into it from their phones.

This doesn't mean you won't use terminals any more. But Baseline — a proud B.C. company, with an amazing support team in their Vancouver office so you don't have to deal with call centres — can help you find the right mix for your business.

Last thing: As an affinity partner, Baseline and its main processor gives back to the association. That's a big deal. It means more educational initiatives. And allows us to further our advocacy work for you.

Read more at BaselineProcessing.com or call 604-727-2665 to set up an appointment.