

## Tech Tip Tuesday—June 13, 2017

### REMINDER: CREDIT CARD PROCESSING IN “OLD” LIVERY WILL STOP WORKING IN JUNE

As a follow-up to our March tech tip, we are reminding you that PayPal (used for credit card processing) is upgrading their security standards in June so that all transactions must be encrypted using something called “TLS 1.2”. Therefore, in order to process credit cards (including deposits), you must be running LiveryCoach.net on Windows 7 or newer. Please contact our tech support if you have any questions regarding this. (Note: PayPal has clarified that this will take place at the *end* of June.)

### TEXTING and ZIPWHIP

Livery Coach offers two SMS (texting) solutions—our standard “buy blocks of text messages” solution, and an integration with ZipWhip, which text-enables your main phone number and allows two-way texting.

If you aren’t using SMS at all, you might want to consider it—especially for Chauffeur Direct, which will send out Chauffeur information to your passengers shortly before the trip.

### Reasons to use the Chauffeur Direct/ZipWhip Integration

ZipWhip allows the Chauffeur Direct system to send out automated notifications via text message from **your primary phone number**. ZipWhip has provided a few tips:

- Overwhelmingly clients appreciate the "60 Minute Prior" and “Driver has Arrived” notification via text as it appears on the front of their phone rather than in email
- Clients can reply directly to your text with the text appearing on dispatch computers (ZipWhip is two way texting)
- Using your phone number helps build and maintain your “Brand”
- ZipWhip gives your clients choice as to how they prefer to communicate with your company

ZipWhip has also written a Case Study with Exclusive Sedan who has used ZipWhip and the integration for over two and a half years. The case study points out that Exclusive has **reduced phone calls by over 65%** while increasing business 25% and adding no staff resulting in real dollars saved.

If you aren’t a current ZipWhip customer, you can call or text Dan Westra at 206-216-4962 (or via email [dwestra@zipwhip.com](mailto:dwestra@zipwhip.com) ) for more information. There is no additional charge from Livery Coach to integrate with ZipWhip. A link to the case study is below.

[http://www.liverycoach.com/TechTips/zipwhip/ExclusiveSedan\\_CaseStudy.pdf](http://www.liverycoach.com/TechTips/zipwhip/ExclusiveSedan_CaseStudy.pdf)