



Congratulations on being a Surcharge Free business.

Being Surcharge Free instantly puts you at a competitive advantage over businesses that surcharge. Why? Research¹ shows that 1 in 3 consumers say not being surcharged is extremely important in their impression of a business.

This marketing toolkit is designed to help you promote your Surcharge Free status to your customers and show them that for your business, customer experience is everything.

Get social

Social media is a great way to reach customers. If your business uses social media, why not use it to spread the word that your business is a Surcharge Free zone.

To get the conversation started, we've drafted some sample posts for you to consider. Feel free to tweak them to reflect your own personal style. Plus you can follow the #SurchargeFree hashtag on social media and show your support by liking, sharing and commenting on the posts.



We put our customers first and are #SurchargeFree. We appreciate your business and respect your right to choose how you want to pay.
www.surchargefree.com.au



We've taken the #SurchargeFree pledge and joined the thousands of businesses that refuse to surcharge their customers. We, like them, realise that customer service is about more than what you sell.
www.surchargefree.com.au



Our business has taken the #SurchargeFree pledge. We don't surcharge our customers. Find out why - www.surchargefree.com.au

Promote

Add the Surcharge Free logo to your website, email signature and general marketing communications. Plus don't forget to order a "Proudly Surcharge Free" tent card to display at your point of sale.

Educate your staff about why you've taken the #SurchargeFree pledge so they can spread the word to your customers.

If you have a blog or an email newsletter, publish a short post about why you put the customer experience first and have taken the Surcharge Free pledge. Here's an example of some copy you can use:

Our customers are our most important asset and providing the highest levels of service is something we always strive to deliver. One simple way we do this is by not surcharging payments. We understand that our customers like using credit cards so penalising them each time that pay with one, is not only annoying for them but ruins what's otherwise a great shopping experience.

That's why our business is proud to support Surcharge Free, a national movement that aims to inspire more businesses to scrap payment surcharges for good. You can learn more about it by visiting www.surchargefree.com.au

We look forward to seeing you next time you visit us!

Share the message

Are you a member of an industry group or association? Share your Surcharge Free story with other members and let them know about the Surcharge Free movement. The more people that we have on board, the greater chance we have of seeing surcharging consigned to the history books!

Add your logo to our coalition

Upload your company logo onto our coalition page to show new and existing customers that you welcome their business without surcharge.

¹Every Good Buy is the Next Hello – American Express. March 2015.

Order a free tent card

Proudly display your #SurchargeFree status at your point of sale. Visit www.surchargefree.com.au to order your free Surcharge Free tent card.