[ ] Payrix

Get the embedded payments lowdown:
Merchants spoke, we listened

Sync up with what users really want

In the competitive world of vertical software, staying in tune with user needs has never been more mission critical.

We surveyed over 500 businesses to bring you the inside scoop. Turns out software business users are all about payment variety, smoother integrations and keeping things simple, plus a whole lot more.

Read on for a sneak peak into what the full report has to offer.

Clear, fast and tailored - ingredients for software success

Top 3 drivers of satisfaction for software users:

1 Clarity of the user interface

2 Responsiveness of the user interface

3 Overall ability to tailor the solution to suit industry needs

Merchants prize clarity and responsive design. An intuitive interface has the ability to not only satisfy but empower, turning everyday transactions into seamless interactions. Coupling great UX with vertical customization, is a surefire way to get a big thumbs-up from merchant's.

Payments matter

In the past, merchants valued software for its multi-tasking ability over cost, with payment features being a mid-level priority. Now, the tables have turned with the ability to process payments becoming crucial and playing a central role in both software selection and business operations.

80%
of merchants

say payment capabilities are extremely important.

Payments are most critical in the property sector – 96% regard them to be extremely important.

Merchants demand flexibility

1 in **5**

are ready to switch for richer payment options.

While... 83%

of General Repair and Automotive sector merchants want to switch for expanded payment capabilities.

Flexibility is the new currency in the platform economy. Merchants, now more than ever, are ready to switch allegiances for a payment process that's as fluid and varied as their business demands.

Security is a must

Security isn't just a technicality; it's the heartbeat of merchant trust. In the digital realm, robust security features stand as the guardians of commerce, a vital checkpoint for any software solution.
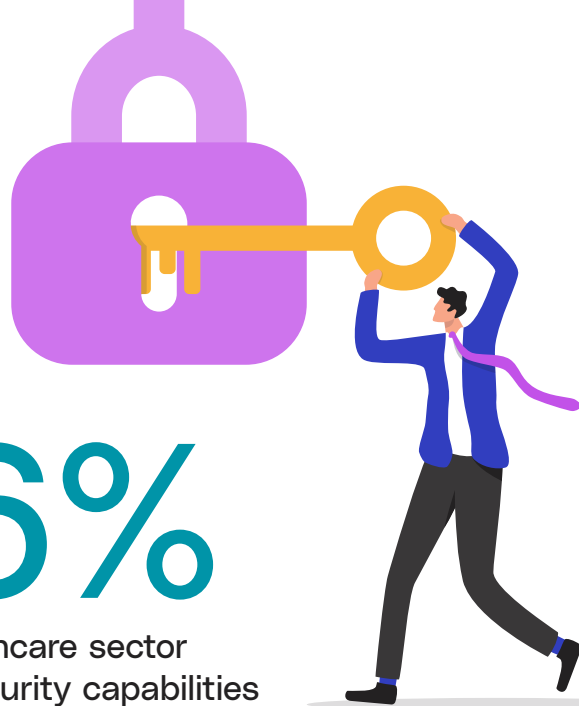
70% **And...**

of merchants always evaluate security capabilities.

76%

of the healthcare sector also put security capabilities under the microscope.

Want to see how payment integration can redefine your platform? Dive into our full report for insights that will guide your future success.

READ FULL REPORT