



Pay by Bank

Maximize the holiday rush with
easy and fast payments.

[Unwrap Your Holiday Guide](#)





Pay by Bank makes the holidays brighter.

The gift that keeps giving

- 60% of customers return monthly after their first Pay by Bank purchase & shop 1.5x more often.

No more coal

- Pay by Bank orders reduce losses from “no shows” by over 57%.

Joy for all (including your budtenders)

- The average tip for each order paid with Pay by Bank is over \$7.

Unwrap more money

- The cart size for Pay by Bank orders is over 31% higher than those paid with cash.

Optimize Your Holiday Operations

Pay by Bank Express

🔍 Reduce congestion and wait times.

- **Dedicated Express Register:** Assign one register only for Pay by Bank pre-orders and in-store payments. Use bold signage like window clings or table tents to highlight it.
- **Pre-Line Enrollment:** Station staff and marketing materials in high-traffic areas to help customers enroll for Pay by Bank. Then direct them to the express lane.
- **Make the Express Lane Permanent:** Keep the Pay by Bank fast-track option active after the holidays to maintain service speed.

Pay by Bank on Kiosk

🔍 Empower customers to help themselves.

- Leverage your existing Dutchie technology by enabling a **Kiosk for Pay by Bank**.
- Kiosk is accessed via URL on any internet capable device with Chrome browser.
- Pair kiosk flows with an express lane for maximum efficiency to help manage the holiday traffic.



Scan the QR code to learn more.

Pay by Bank at Your Door

🔍 Make deliveries and curbside easier.

- Using **Dutchie Mobile Checkout** feature makes handling payments at delivery or curbside simple and easy.
- Pay by Bank preorders from Ecomm can be processed at mobile checkout via a driver's phone or tablet with access to internet.
- Pay by Bank can also be used at time of delivery with Dutchie Hub terminals and mobile checkout.



Scan the QR code to learn more.

Maximize Pay by Bank Marketing

In-Store

- **Set up marketing assets in-store:** Table tents should be at the register and around high-traffic areas. Bag drops should be kept at the register for budtenders to add to bagged orders.
- **Early visibility is key:** Place signage in your entrance or lobby, such as table tents, window stickers, and bag drops. Hosts can drive Pay by Bank signups before they get to the register, ensuring quick and easy checkouts!



Scan the code or [click here](#) to order more in-store marketing assets.

Online

- Revisit your Dutchie Ecommerce menu to ensure all banners are up to date.
- Review Settings > Ordering in Dutchie Ecommerce Admin to confirm Pay by Bank is enabled for all order types applicable for your location.
- Promote Pay by Bank sign-ups and use on any of your social media accounts using digital assets found in the co-marketing toolkit.



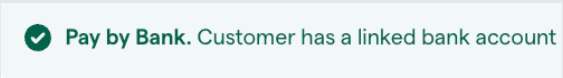
Scan the QR code or [click here](#) to access our co-marketing toolkit.

Email Campaigns

- Leverage your Pay by Bank digital marketing assets & your Marketing campaign builder in the Dutchie POS back office to create custom email blasts. Call out any holiday promotions being offered, while encouraging customers to enhance their checkout experience with Pay by Bank.
- Targeted email campaigns can drive more Pay by Bank enrollments ahead of the holiday rush. Making for easy checkout out order pickups.
- Not signed up for Loyalty & Marketing? Contact your Dutchie Rep or reach out to Dutchie Support to learn more.

Budtender Best Practices

Try These...

- ✓ Add a Pay by Bank bag drop to every customer's bag.
- ✓ Help customers feel confident in Pay by Bank and assist them through the sign-up process when possible.
- ✓ Talk about Pay by Bank with every customer - those with a Pay by Bank account will show a green banner at checkout:

- ✓ Be the Pay by Bank expert at your store - Pay by Bank orders have an average of over \$7 in tips!
- ✓ Finalize every transaction at the POS - ensuring the store receives funds for that order.

Avoid These...

- ✗ Don't assume a customer wouldn't use Pay by Bank. Over 12k banks accept Pay by Bank - anyone with a valid checking or savings account can sign up!
- ✗ Don't miss out on the Pay by Bank experience. Budtenders who use Pay by Bank themselves feel more confident speaking to this payment solution.
- ✗ Don't give product to a customer before finalizing the transaction.
- ✗ Don't panic if a transaction runs into an issue! Keep calm and follow the basic troubleshooting steps.



Scan the QR Code or [click here](#) for Pay by Bank troubleshooting tips.

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