

What's New!

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Earning rewards points by using credit cards to pay bills is nothing new. Frankly, everyone knows someone who utilizes a rewards program where participants earn and redeem a myriad of travel-related incentives. Provided you pay your bills on time, what do you have to lose, right? Zevez, a company located in Portland, OR, has hit the market, with a new product called *RewardWorks*, offering auto dealers a new twist to the rewards game by not only claiming to reduce the hassle factor of paying bills by credit card, but also to significantly increase the number of awards points dealerships can redeem for airline tickets, hotel stays, cash, and merchandise. Scott Bossier of Bossier Country Chevrolet Dodge in Fairfield, Texas, has, for

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years, processed, tracked, and redeemed rewards when paying his dealership's bills by credit card. It worked—yet it was an ongoing hassle consuming a significant amount of the accounting team's time. Because the dealership processed high volumes of monthly expenses including supplies, parts, and advertising, they were prime candidates for a more efficient and profitable way to earn reward points. Bossier threw caution to the wind turning to Zevez's RewardWorks service and software to help increase efficiency and reward points and hasn't looked back.

Here's how it works: RewardWorks identifies which of Bossier's vendors accept credit cards, then searches their credit card engine of over 1000 reward programs to recommend the cards that will maximize the value of each dollar spent. The RewardWorks software interfaces with Bossier's accounting software to automate the pay-by-card process and also tracks reward points that the dealership has earned.

At first, Bossier was skeptical. "I had my doubts about the service until I saw the RewardWorks software demonstration and learned that it integrates with our accounting

software." Because Zevez software works with the dealer's accounting software, the process is automated and simple. Most auto dealers will earn over a million points per year, worth \$15,000 in cash or up to \$75,000 in travel. Since signing up with Zevez RewardWorks, Bossier has earned twice as many points as the dealership previously accumulated and is saving five to eight hours every week posting transaction information into their accounting system. "Everybody has to pay bills; this just streamlines it," says Bossier. With one call to Zevez's Redemption Center, Bossier can redeem his points; he doesn't have to wait on hold with the airlines or mail-in certificates. Bossier Country Chevrolet Dodge and other dealerships across the country are using reward points to reduce company travel expenses, create employee incentives, and take personal vacations. Bossier best sums it up: "This service has made an impact on our bottom line—it cuts back on the time and money we spend to process our credit card payments. We are definitely getting the most bang for our buck."

For more information please contact Zevez 800-609-3839 or visit www.zevez.com.