
North Dakota Truck and Grocery Store Transforms Business By Accepting Credit Card Payments



About SuperValu and City View Fuel

Dwight Fraedrich owns both SuperValu and City View Fuel in Enderlin North Dakota since 2009. City View Fuel is a Limited Liability Company, and SuperValu is a Supermarket.

BEFORE SUPERVALU AND CITY VIEW FUEL COULDN'T TAKE CREDIT CARDS

Enderlin SuperValu and City View Fuel considered integrating a payment processing system for their truck stop and supermarket, but worried that taking that step in accepting credit card payments would hurt their profit margins. Managing credit card information and handling processing fees and rates seemed to be a challenge for the two small town stores.

However, in spite of their reservations, they needed a way to accept credit card payments. It was hurting their business as many customers wanted the option to pay with credit or debit cards, and would take their business elsewhere when Enderlin SuperValu and City View Fuel only did cash or check.

Enderlin SuperValu and City View Fuel was losing time and money by not accepting credit cards, and knew they had to make the change and accept credit card payments into their business operations. Without them, they would lose profits and customers and lose relevance as a business.



WHY THEY NEEDED A NEW PAYMENT SOLUTION

Enderlin SuperValu liked that BNG Payments was local to the Fargo region, and the rates fit the small business needs of Enderlin SuperValu and City View Fuel, as did their service options.

What differentiated BNG Payments from other payments processing companies was the detail of customer service and commitment to provide the best payment solution for their business.

BNG Payments helps by keeping their business running smoothly, and now more than 40% of their customers pay via credit cards, and they've been able to attract new customers.

WHY THEY WOULD RECOMMEND BNG PAYMENTS



“I chose BNG Payments for my payments processing because they are local to the Fargo area, and they know everyone’s names. I want a business who keeps the personal touch but still can provide the services we need.”

Dwight Fraedrich, Owner of Enderlin SuperValu and City View Fuel



Learn about how you can take payments smarter with the best solution for your business.

www.bngpayments.net/merchant-services/

