



Email Template

FreedomPay Gateway

Use Cases

Intro / First Touch (Enterprise / Multi-Location / Complex Merchants)

Subject: Standardize Payments

Hi {{First Name}},

I wanted to introduce FreedomPay, Woodforest's enterprise payment orchestration platform designed for businesses managing payments across multiple locations, systems, and channels.

FreedomPay is ideal for organizations that need to:

- Standardize payments across multiple POS systems and locations
- Support in-store, mobile, kiosk, and unattended payments
- Decouple payments from POS systems
- Scale without re-integrating payments every time systems change

Best,

{{Name}}

Discovery Follow-Up (After Initial Call)

Subject: Next Steps

Hi {{First Name}},

Thanks again for walking through your current payment environment.

Based on what you shared, FreedomPay could be a strong fit because it:

- (notes from the call)

It's designed to act as a central orchestration layer, allowing you to standardize payments across systems while Woodforest manages acquiring, settlement, and funding.

If helpful, the next step would be a deeper technical and architectural discussion.

Best,

{{Name}}

Enterprise Retail / Multi-POS Outreach

Subject: Eliminate Payment Fragmentation Across Stores

Hi {{First Name}},

Many enterprise retailers end up managing multiple POS systems across locations, which creates inconsistent checkout experiences and integration complexity.

FreedomPay solves this by acting as a POS-agnostic payment layer, allowing you to standardize payments across all stores without replacing your existing systems.

This helps you:

- Deliver a consistent customer experience
- Simplify integrations
- Scale locations without reworking payments

Happy to walk through how this works across environments.

Best,

{{Name}}

Hospitality / Multi-Environment Payments Outreach

Subject: One Payment Layer Across Every Guest Touchpoint

Hi {{First Name}},

Hospitality and venue businesses often process payments across multiple systems, front desk, F&B, mobile, events, and retail, which can create fragmented reporting and operational challenges.

FreedomPay provides a single orchestration layer that connects all those touchpoints into one unified payment experience.

This allows you to:

- Unify payments across systems and channels
- Improve reconciliation and reporting
- Deliver a consistent guest experience

If this is something you're dealing with, worth a conversation.

Best,
{{Name}}

Device / Deployment & Expansion Use Case

Subject: Speed Up Store Openings and Upgrades

Hi {{First Name}},

Rolling out new payment devices or updating payment experiences across locations typically requires heavy POS changes and long certification cycles.

FreedomPay abstracts payment logic away from the POS, allowing you to:

- Deploy new devices faster
- Enable new payment types centrally
- Avoid repeated POS integrations

This helps reduce rollout timelines and future-proof your payment environment.

Let me know if this aligns with what you're seeing.

Best,
{{Name}}

Omnichannel / Multi-Channel Payments Use Case

Subject: Unify Payments Across All Channels

Hi {{First Name}},

Many organizations process payments across multiple channels, in-store, mobile, kiosks, and unattended, but each operates differently, creating complexity and reporting challenges.

FreedomPay centralizes transaction routing and orchestration across all channels through a single platform.

This allows businesses to:

- Manage payments consistently everywhere
- Simplify reconciliation
- Maintain security and compliance across all touchpoints

If you're dealing with fragmented payments, this could help.

Best,
{{Name}}

Post-Demo Follow-Up

Subject: Next Steps

Hi {{First Name}},

Thanks again for your time today.

Quick recap:

- (notes from the call)

Recommended next steps:

- (what was aligned on the call)

Let me know how you'd like to proceed.

Best,
{{Name}}

Objection Handling – “We already have POS systems”

Subject: Works With Your Existing Systems

Hi {{First Name}},

That’s actually exactly where FreedomPay fits best.

It doesn’t replace your POS, it sits above your existing systems and standardizes payments across them.

This means you can:

- Keep your current POS environments
- Avoid costly rip-and-replace projects
- Gain flexibility as you scale or add systems

Happy to walk through how that would look in your setup.

Best,

{{Name}}

Partner Enablement / Deployment Setup

Subject: FreedomPay Enablement

Hi {{First Name}},

To ensure a successful rollout, we recommend an enablement session covering:

- Payment orchestration architecture (FreedomPay + WAS)
- POS-agnostic integration strategy
- Device abstraction and deployment models
- Multi-location and multi-channel payment workflows
- Positioning FreedomPay vs gateways and POS platforms

This ensures FreedomPay is positioned correctly as an enterprise orchestration layer, not a POS or standard gateway.

Let me know your availability and we’ll get it scheduled.

Best regards,

{{Name}}