

# Switching to Adfin

## From GoCardless

Adfin is a UK payments platform that takes payment whatever way your customers want to pay, and chases the late ones for you.

Switching is straightforward. We do the moving, and your customers won't notice a thing.

### WHY SWITCH?

#### ■ One simple rate

1% + 20p per successful payment, with bank transfer and direct debit capped at £4. No monthly fees, no minimums.

#### ■ More ways to get paid

Card, bank transfer, direct debit, Apple Pay and Google Pay. If one way doesn't go through, Adfin offers another automatically.

#### ■ Chasing that runs itself

Reminders go out automatically by email, WhatsApp and SMS, on a schedule you set.

#### ■ A real person to call

A UK-based team you can reach when something needs sorting.

### HOW TO SWITCH?

## Moving your direct debits

There are two routes, depending on how many direct debits you have. Fewer than 50? See page 2.

### 50 or more? Migration

Adfin moves your mandates across using the Bacs Direct Debit Bulk Change Process. Your customers do not sign or re-authorise anything.

We handle the forms, the secure data transfer and the customer notification emails, sent under your branding, from start to finish.

Collections carry on without interruption, and any unpaid invoices can still be collected.

[Migration guide](#) →

To start, email [support@adfin.com](mailto:support@adfin.com) with:

1. An admin user's email on your GoCardless account
2. How many mandates you're moving
3. Your preferred change date, a business day at least five weeks out



## Fewer than 50? Send out new mandates via Adfin

Send new direct debit mandates to your customers via Adfin, in bulk. Your customers re-sign a new Adfin mandate. Quick to set up, with no waiting on Bacs timelines.

[Self-serve guide →](#)

### No surprises for your customers

- **3+ working days' notice.** Your customers always know before any account is debited.
- **No gap in collections.** You collect with GoCardless up to 1 business day before the change date, and with Adfin 3 business days after.

#### CUSTOMER STORIES

“We moved over 600+ clients over to Adfin. We’ve already saved hours in chasing and credit control”

Michael McCullion, Director



“I moved over 200+ clients over to Adfin and it was seamless. 89% signed their new direct debit mandate within 3 days.”

Paul Barnes, Director



Want us to walk you through it?

Book a call and we'll map out your switch

Book

