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## How Click2Mail reduces friction for customers



**This post was written by guest contributor Carly Brown from Authorize.net customer Click2Mail.**

At Click2Mail, our mission is to simplify the mailing process for hundreds of thousands of customers across the world. With our founder, Lee Garvey, bringing more than 30 years of experience from the U.S. Postal Service, we're dedicated to creating software solutions that empower our customers to send mail quickly and effortlessly. We also pride ourselves on providing excellent, live customer service—a friendly voice on the other end of the line ready to assist. Behind the scenes, a crucial partner in delivering this seamless experience, and in helping us address common customer challenges, is Authorize.net.

### **A history of strong partnership**

We've relied on Authorize.net for years, appreciating its robust platform stability and high availability rating. This reliability is paramount for an eCommerce business like ours, where uninterrupted service is key to keeping our customers satisfied. Beyond just processing payments, Authorize.net provides features that help us significantly enhance our operations and, in turn, benefit our customers:

- **Card Updater** is a game-changer for both us and our customers. It automatically updates expired or reissued payment card information, drastically reducing the time we spend contacting customers for updated payment details. For our customers, it

means uninterrupted service and no unexpected declines, ensuring their mailings go out without a hitch.

- **Secure storage of payment information** means that once a customer enters their payment information, it's there for future transactions. This translates to quicker and easier checkout processes for our customers, eliminating the need for them to re-enter details for every order. From our perspective, it streamlines our operations and reduces administrative overhead.
- **Approve, void, and verify suspicious transactions:** In the world of eCommerce, fraud is a constant threat. Authorize.net's tools allow us to quickly approve legitimate transactions, void fraudulent ones, and meticulously examine any suspicious activity. This proactive approach safeguards our bottom line by preventing costly fraud losses so we can continue to provide our services reliably.
- **Assisting with declined payments:** One of the most common issues our customer service team helps users with is payment declines. When a customer's payment is declined, Authorize.net provides valuable insights into why. This enables our support team to offer customers specific information about why their payment was unsuccessful, empowering them to address the issue directly, resolve it, and successfully place their order. Authorize.net is a key tool in our arsenal for fixing these payment problems and getting our customers back on track.

### **Leveraging the new redesigned experience**

Recently, Authorize.net rolled out a new dashboard, and we're already seeing the benefits. The improved interface provides:

- **Easy access to suspicious transactions:** The new version of Authorize.net makes it even quicker and easier to identify and review potentially fraudulent transactions, allowing us to act swiftly to prevent losses.
- **Better decline management:** The streamlined process for reviewing and understanding payment declines means we can resolve issues faster, further reducing potential fees associated with chargebacks and ensuring our customers can complete their transactions with minimal friction.

By leveraging Authorize.net's comprehensive payment gateway and its continuous innovations, Click2Mail can focus on what we do best: providing cutting-edge software solutions that make sending mail simple, efficient, and reliable for all our customers.

### **Sign up now to offer seamless experiences**

Authorize.net can help your business achieve seamless customer service like Click2Mail. Our redesigned new experience is more user-friendly than ever, with customizable dashboard and AI-powered support, available anytime.