

Mark Brodbeck,
Chief Marketing Officer
(678) 640-9979
mbrodbeck@kyckglobal.com



KyckGlobal Sees Brisk Adoption of 'Push to Debit Card' Payment Type by Clients

*Real-time push payments solution improves the customer experience,
meets consumer demand for faster disbursements*

ATLANTA, GA (November 10, 2020) – KyckGlobal Inc., the digital payments firm offering the broadest available array of payment types from a single point of reconciliation, is reporting brisk adoption of the 'push to debit card' payment type since expanding its functionality to additional networks earlier this year. The service provides a real-time payment of funds to more than 245 million bank-issued debit cards in the United States.

[KyckGlobal](#) operates a cloud-based platform that powers funds disbursement across a broad array of payment types, as well as compliance and support processes for payments to contractors and gig workers. The KyckGlobal solution is now in use across a variety of use cases including specialty consumer lending, rent payments aggregation, insurance claims, incentive programs, and others. Push to card is the twelfth payment type available from the KyckGlobal platform, all of which originate from a single point of reconciliation.

[Aloette Cosmetics](#) is a multinational direct selling organization with sales agents in the U.S. and Canada. The firm initially engaged KyckGlobal in 2019 to secure streamlined onboarding and payment experiences for their sale agents, and to automate IRS compliance and generation of annual tax summaries. Aloette recently opted to add Push to Card to their payment lineup to accelerate payment and improve their sales agents' experience. "The speed of commission payouts is a primary driver of agent satisfaction," said Aloette VP of Operations Bob Roche. "Given that Push to Card is now available in the solution we're *already* using, it was an easy choice to make."

[Embassy Loans](#) has dozens of store locations across Florida, and uses the KyckGlobal solution to make Same Day ACH payments to their banked borrowers and cash disbursements to unbanked borrowers. Embassy recently opted for Push to Card to accelerate payments. "Customers simply won't wait for payment," said Embassy Loans Controller Ben Lash. "We're pleased we can respond to market demand without having to contract with a new service provider."

"Consumers have been making real-time P2P payments for years, and now expect the same from B2C payments in business," said Ashish Bahl, founder and CEO of KyckGlobal. "Early adoption of Push to Card is a stellar differentiator, and our more agile clients have already baked the payment type into their business strategies."

About KyckGlobal, Inc.

KyckGlobal delivers streamlined outbound B:C payments to help accelerate business, featuring a cloud-based platform with a growing array of today's most popular payment types from a single point of reconciliation. The KyckGlobal solution improves the customer experience with more inclusive payment types and various options for faster payments. For corporates, the solution can reduce overhead with automated workflows and reporting, while engaging workers as to how and when they get paid. By allowing payers to issue one-time and recurring payments from one integrated platform, KyckGlobal is helping to transform how business gets done in the key verticals of specialty consumer finance, marketplaces and staffing, claims and appeasements, and multi-level marketing, among others. Visit www.kyckglobal.com and [@KyckGlobal](https://twitter.com/KyckGlobal).