

PARTNER STORY

# The value of a trusted partnership

Byline Bank is a full-service commercial bank with nearly \$6.5 billion in assets, serving small businesses, mid-market companies and consumers. The bank was looking to serve its merchant customers better, and so looked to Worldpay from FIS to help build out its merchant services program and gain employee buy-in.



## The challenge

Byline Bank realized that its business customers' trade didn't stop at their store doors. In fact, the continued explosion of eCommerce, meant the reach of and access to customers' goods and services would span the nation and beyond. That's why Byline Bank works hard to combine the local feel of a neighborhood bank with the offering of a national one, powering businesses of all sizes so they can flourish.

Having a trusted partner like Worldpay was key to securing the success of Byline Bank's merchant services program, enabling the bank to connect its customers with simplified payments, technology and easy-to-use tools that boost performance.

**BYLINE BANK SAW A 142% RISE IN NEW ACCOUNTS SIGNED UP FROM THE PREVIOUS YEAR**

## The solution

Joint commitment to the partnership plays a large part in the success of Byline Bank's merchant services program. This is down to the consistent collaboration and communication of our Worldpay Partner Success Manager—a dedicated relationship manager between us and the bank—and the Byline Bank team.

The presence of Worldpay Account Executives in branches is another critical piece of the puzzle. This helps us build a rapport and connection with bankers and other team members to create mutual trust. Team members often hand over customers they have built solid relationships with, so they need reassurance that they're being treated with the level of service and support they're accustomed to. This means Worldpay always ensures that the customer comes first and provides transparency about the value and service they receive.

 **The results**

Byline Bank expands the reach and impact of its merchant services program through a DDA program which focuses on new banking customers. The program targets customers during their first 30 days with the bank using merchant processing communications. And, through an embedded base program that targets existing business customers who aren't currently processing through Byline Bank.

By leveraging our merchant services program, Byline Bank provides a natural extension of its banking relationships with these two customer groups. It offers a more convenient and efficient banking experience by centralizing customers' critical accounts and leaving them more time to dedicate to running their business.

**1.3 INCREASE IN REFERRALS PER BRANCH – 176 TO 940 PER YEAR**

**40% GROWTH IN NEW ACCOUNTS ANNUALIZED PROCESSING ON LAST YEAR**

 **Key takeaways**

There's a lot that banks like yours can learn from the success of Byline Bank's merchant services program with Worldpay. Here are three points to remember:



**Highlight your program's value**

Take the time to really understand your customer's unique business requirements. Before helping them to realize the value our payment solutions provide long term.



**Communication is critical**

Maintain weekly, cross-departmental communication to help examine what's working well with your merchant services program and where there are areas for improvement.



**Motivate teams to make quality referrals**

Train your teams on the importance of referrals using quality eLearning training tools. Also, be sure to offer incentives to keep them engaged and focused on the end goal.

To launch your own merchant services program, visit [www.fisglobal.com](http://www.fisglobal.com)