

A BLUEPRINT FOR PARTNER SUCCESS

Implementing a top-notch merchant services program

This West Coast bank partners with Worldpay from FIS® to deliver a high-value merchant services program to its business customers, with sophisticated end-to-end technology that empowers them with the tools they need to thrive.



Success to date

222%

rise in sales volumes

100%

growth in average revenue

91%

increase in margin

73%

boost in portfolio volume

Make merchant services stand out



Awareness

Place dedicated merchant services content on your bank's website



Collaboration

Ensure the partner success manager and bank product owner are working towards the same goal



Dedication

Align a dedicated merchant services team to gain important stakeholder buy-in and better serve customers

Five components of a successful program

1

Joint commitment to the merchant services partnership

2

Consistent collaboration and communication between teams

3

Presence of Worldpay account executives in branches

4

Providing customers with the level of support they need

5

Ensuring customers always come first



Motivate team members to make quality referrals

To prompt team members to make referrals, train them on their importance using our quality e-learning training tools. Incentives are another key motivator for getting team members interested and keeping them engaged and focused on the end goal.

Emphasize the importance of also targeting larger customers to help increase overall deal size.

Expand the reach and impact of your program

Focus on new business customers through a DDA program that targets them within the first 30 days of the banking relationship using merchant processing communications.

1

Schedule weekly pulls of your new DDA lists to the CRM system for review

2

Empower account executives to follow up with bankers on the most viable opportunities

3

Utilize a merchant offer – like a signing bonus – to help increase adoption

Ready to launch your merchant services program?

Let's talk