

Arcum helps growth & retention plans for wholesale ISO



A mid-sized integrated business solutions provider offering a range of financial services chose Arcum to enhance their growth and revenue prospects.

PROBLEM

The client aimed to enhance its revenue by reducing merchant churn and increasing merchant lifetime value. Arcum was chosen to pinpoint merchants likely to churn to enable the implementation of proactive retention strategies.

SOLUTION

Arcum analyzed four years of merchant, product, service, and macroeconomic data in combination with AI to predict which merchants were likely to churn and, more importantly, why. Arcum's technology accurately identifies and anticipates merchants at risk of churn, along with the underlying reasons, up to 12 months in advance. The Arcum solution helped resolve merchant concerns effectively and identify valuable, cross-sale opportunities.

RESULTS

By implementing the Arcum solution, the client successfully identified and retained high-value merchants, preventing churn and boosting the ISO's annual revenue by \$260K within a span of 6 months. This accounts for a 1% revenue increase that would have otherwise been lost.

“We incorporate Arcum AI to personalize the merchant experience which helps fortify relationships that help us grow and scale our business. We are excited about the future and Arcum helps us stay ahead of the curve in our growth and retention efforts”

SVP, Business Development

AT A GLANCE:

- \$260K revenue retained
- >\$7M volume impacted
- 6 months duration
- 10x ROI

CONCLUSION

Arcum was able to reduce churn, improve merchant relationships, and increase the client's annual revenue by 1% by using the Arcum solution. Arcum continues to play a critical role in this ISO's growth and retention efforts.