

Vendara chose Arcum to help their growth & retention plans



Vendara is a provider of integrated business solutions. With an array of financial services options, their goal is to empower merchants to make sound and informed decisions about their payments processing. Vendara partnered with Arcum to find ways to improve their overall growth and revenue.

PROBLEM

Vendara, a wholesale ISO, aimed to enhance its revenue by decreasing merchant churn and increasing merchant lifetime value. Vendara and Arcum partnered 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 allowed Vendara to resolve merchant concerns effectively and identify valuable, cross-sale opportunities.

RESULTS

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

vendara
Payments Accelerated

AT A GLANCE:

- \$260K Revenue Retained
- >\$7M Volume impacted
- 6 months duration
- 10x ROI

The graphic features a background of light blue and white streaks radiating from the center, creating a sense of motion and speed.

RESULTS

Minimal resource allocation:

Vendara used just one customer success employee working quarter-time with our tool during the six-month evaluation period.

Previous retention approach:

Prior to our engagement, their outreach was mainly limited to merchants who had already stopped processing or called to cancel.

Proactive retention impact:

With RevMax Studio, 40 at-risk accounts were identified each month, and optimized based on available retention team resources.

Outreach & results:

Over six months, Vendara's rep sent 135 emails and made 58 calls, leading to 37 retained accounts, saving about 6 MIDs per month.

Retention drivers:

Saved accounts were merchants who engaged and confirmed an issue (e.g., POS malfunction, withheld funds).

Revenue impact:

These 37 MIDs represented \$260k in retained revenue and over \$7M in processing volume annually.

Portfolio-wide impact:

This specific portfolio generated \$25M in annual revenue, with RevMax Studio driving a 1% revenue lift that would have otherwise been lost to attrition.

CONCLUSION

Vendara was able to reduce churn, improve their merchant relationships, and improve their annual revenue by 1%. Arcum was able to play a contributing role in Vendara's growth and retention efforts.

For more, please contact info@arcum.ai or visit arcum.ai

“Vendara incorporates Arcum 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”



Ray Kenney, SVP, Head of ISV and Partnerships

