Volt Merchant Solutions: Reducing Churn and Increasing Merchant Lifetime Value with AI-Driven Insights

ARCUM

Volt Merchant Solutions is a leading payment processing provider, committed to delivering seamless, secure, and rewarding transaction experiences for merchants, ISOs, and agents alike. With a deep focus on innovation and customer care, Volt empowers businesses of all sizes with integrated payment solutions designed to enhance efficiency, profitability, and the overall payment experience.

CHALLENGE

Volt sought to increase revenue by reducing merchant churn and improving merchant lifetime value. However, Volt's previous retention strategies were largely reactive—reaching out to merchants only after they had already stopped processing, making it difficult to intervene in time.

To shift to a proactive retention model, Volt partnered with Arcum to leverage AI-driven insights that could predict churn risks and recommend strategic actions.

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AT A GLANCE:

- $40K Revenue Retained
- >$1.4M Volume impacted
- 4 months duration
- 12x ROI

SOLUTION

Using Arcum's Archimedes AI, Volt analyzed its merchant behavior, product usage, service interactions, and transaction data—alongside macroeconomic trends—to accurately forecast which merchants were likely to churn and, more importantly, why.

With this intelligence, Archimedes AI provided early warning insights—up to 12 months in advance—and recommended targeted retention strategies, allowing Volt to engage at-risk merchants before they left.

Additionally, the platform identified cross-sell opportunities, helping Volt maximize revenue from existing merchants.

RESULTS

- $40K in retained revenue within the first four months, representing over $1.4M in annual processing volume

- 50 at-risk merchants identified monthly, enabling the retention team to focus on high-value accounts

- 8 merchants successfully retained through a mix of 29 emails, 54 phone calls, and 4 on-site visits

- 12x return on investment (ROI) with minimal additional resource allocation

- Transition from reactive to proactive retention, with insights guiding strategic outreach and issue resolution

KEY LEARNINGS & NEXT STEPS

- Increased Retention: Saved accounts were merchants who engaged and confirmed an issue (pricing, service, or seasonality).

- Optimized Resource Allocation: Encouraged by results, Volt is now cross-selling to at-risk merchants, expanding margins while increasing lifetime value by extending account longevity.

- Expanding the Strategy: Volt is integrating Arcum's RevMax Studio Win-Back Manager to re-engage previously lost merchants and further boost revenue.

CONCLUSION

By leveraging AI-driven retention strategies, Volt successfully reduced churn, strengthened merchant relationships, and increased annual revenue and now moves forward with a scalable, data-driven approach to merchant retention—ensuring smarter, more effective customer engagement in the evolving payments landscape.

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

> **"Thanks to the insights and actionable recommendations from Arcum's RevMax Studio, we continue to enhance key performance indicators across our merchant portfolio, including retention and revenue, as well as elevating our customer service."**

Daniel Flores
Chief Financial Officer

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