



## **A leading Merchant Processing Company**

### **Client Profile:**

- ➔ One of the leading independent rate brokerage service in Canada.

### **Campaign Objective-**

- A mass cold calling campaign with focus on merchants who use a credit or debit card terminal, to guide them and offer lower processing rates.
- Call merchants in varied industries and convince the merchant to fax in latest POS statement.

**Target Market-** All small and medium size merchants who have a POS terminal installed to charge their customer's credit or debit card, all over US and Canada.

### **Product/ service-**

- A rate assessment to determine the best available rates to which the business is entitled, and then finds those rates for you in an open market.
- This assessment is free of both cost and obligation, but will include an offer for you to consider that typically results in a 20-40% reduction in your monthly bill.

**Project scale-** This project started off with 5 full time callers from GAIA – after consistent performance in the first 3 months, we scaled to 10 callers. Today this is a 30 caller project, with new seats being added every couple of months.

### **Challenges-**

- To bring in the trust factor; merchants were unwilling to fax in private statements because of confidential business information listed on those statements.
- We suggested modifications to the script so as to ask the merchants to black out most of the information they felt cautious about sharing. This overcame the trust hurdle significantly.



- Low sales due to low call volume and contact ratio. An in-house dialer deployed by GAIA through which a caller was able to do 340+ calls in a day.
- The key to success in this was a 3 level follow up system to move leads from cold to warm to hot. We designed a robust call back system, due to which no follow up could be missed and merchants were contacted at the right time slots.

### **Outcome-**

- Due to constantly updating our script and rebuttals, we were able to make an impact with the prospective merchants and better our sales figures to 40%.
- We were also able to better our performance as well due to the constant monitoring and feedback system in place.
- Our aggressive approach resulted in high call as well as high contact ratio, thus strengthening the sales pipeline.
- Robust and full-proof follow up procedure to increase conversion rates.
- A stringent quality system in place to generate solid leads and streamlining the entire process.