



ACTIVATION OF DORMANT MERCHANTS WITH INCREASE IN REVENUE

CLIENT PROFILE

Our Client is a One Stop For Payment Pages, Links, Invoices, Subscription, Payouts, Reminders And More. Fastest checkout experience with 100+ pay mode modes- all cards, UPI, EMI, wallets and more. GST Ready Payment Gateway.

BUSINESS OBJECTIVE

Activate Dormant Merchants of Our client and Increase Revenue.

WHAT DID WE DO?

Dedicated VAC (Virtual Account coordinator) for all Merchants

End to end support on Merchant request and complaint

Discounted transaction charges

Free credit offered to merchants who moved to competition

WHAT DID WE DO NEXT?

Continuous Engagement with Merchants.

Resolving issues through Ticketing solution under pricing and support.

RESULTS

31% customer have started transacting post activity

with Incremental Revenue of **23.69 CR**

Pre and Post Revenue and Count

