

Client Overview

A merchant services company, dedicated to providing credit card account setup for small businesses. The company operates in a highly labor-intensive industry and prioritizes efficiency and automation to remain competitive and scalable.



Industry

Merchant services, financial technology (FinTech).

About the Company

The company specializes in helping small businesses open credit card accounts by managing the complex process of gathering and submitting required information to multiple processors. To minimize headcount, the company sought innovative solutions to reduce reliance on manual labor, an industry norm, and scale operations effectively.

Objective

To automate key workflows, minimize manual intervention, and reduce the need for additional staff as the business grew. The goal was to significantly improve operational efficiency and enhance the customer experience.

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Key Facts:

Challenge

The process of onboarding new clients for credit card accounts was inefficient and labor-intensive, requiring:

- Collecting over 100 pieces of information per application.
- Sending numerous follow-up emails to clients for missing or incomplete details.
- Submitting client data manually to multiple credit card processors.
- Handling application approvals or denials and notifying clients of the outcome.

The workflow demanded substantial employee involvement, creating delays, higher costs, and scalability challenges.

Solutions

- **AI-Driven Intelligent Form:**

Automated the data collection process by enabling clients to input required information directly.

Included features like auto-save, error detection, and automated reminders via text and email.

- **API Integration:**

Enabled direct submission of completed applications to credit card processors.

Automated notifications for approvals or denials.

- **CRM Automation:**

Automatically updated application statuses in the CRM.

Triggered notifications to internal staff and clients, including setup instructions for approved accounts.

Approach

1. Conducted an in-depth workflow analysis to identify bottlenecks and inefficiencies.
2. Designed and implemented a user-friendly, AI-powered intelligent form to automate data collection and validation.
3. Developed API integrations with multiple credit card processors for seamless application submission and status tracking.
4. Automated CRM workflows to notify all stakeholders at each stage of the process.
5. Conducted rigorous testing and refinement to ensure the system was robust and scalable.

Results

The implementation of automated workflows resulted in:

- **Labor Savings:** Eliminated the need for three full-time employees, saving approximately \$150,000 annually.
- **Efficiency Gains:** Reduced onboarding time by over 60%, processing applications in 5–7 days instead of 3 weeks.
- **Improved Scalability:** The company can now handle increased client demand without adding staff.
- **Enhanced Customer Experience:** Faster, error-free onboarding increased client satisfaction and improved the company's reputation.

Key Metrics

- **Processing Time Reduction:** Improved processing time by 40%
- **Error Rate Reduction:** Significant reduction in data entry errors
- **Customer Satisfaction:** Quicker processing time decreased application abandonment

Through its partnership with Tech Ops, the merchant services company achieved significant operational improvements, paving the way for future growth while maintaining exceptional client service.