



# Optimize Customer Care with the Direct-to-Merchant™ (D2M) Communication Platform



Customer care teams are constantly challenged to deliver better merchant experiences and prevent merchant churn. However, after investing millions of dollars into merchant portals, updated help desk solutions, and online training and support, payment service providers still struggle to meet those goals. POPcodes workflows ensure Merchants benefit from those efforts and power even more digitization that helps drive retention and decrease costs.

## Streamlined Deployment & Training

Modernize and digitize hardware and software setup and the merchant activation process with guided “unboxing” workflows. Merchants follow step-by-step instructions that automatically “pop-up” on their payment devices, reducing deployment and training time by up to 75%!

## Guided Compliance

Reminding merchants of their obligations under KYC, AML, PCI, and other industry and government regulations is a constant - and costly - battle. POPcodes workflows allow you to proactively inform and guide merchants to compliance with little effort from your team.

## Gain Expertise through Partnership

POPcodes provides ongoing services to plan and optimize campaigns and self-serve content. We partner with you to refine workflows and expand your merchant engagement strategy to achieve the results you need.

## Capture Merchant Feedback

The D2M platform allows you to survey merchants and identify issues, so your customer care team can quickly resolve them. Insights from POPcodes surveys provide critical insights so your team can reduce frustrations and increase merchant retention.

## Highly Visible Notifications

PSPs leverage D2M to quickly broadcast detailed messages about known outages or other technical issues. Real-time updates with graphics-rich workflows keep merchants informed; reducing sudden spikes in support calls and allowing merchants to better serve their customers when network issues arise.

## Lower Support Costs with Call Avoidance

The D2M platform's scheduled messaging, real-time notifications, and 24/7 self-serve access to training, support, and product discovery, enabled by intuitive workflows. Graphics-rich guidance in the merchants' preferred language helps minimize errors, reduce support calls, and improve scalability.

## Success Story

A leading Payment Service Provider used their white-labeled version of D2M to guide merchants through a critical manual download. The campaign progressively escalated messaging, to drive a 95% compliance rate within three days! This enabled merchants to continue to accept payments and helped the PSP eliminate thousands of outbound calls, emails, and device swap-outs.



## Talk to Your Customers

Keeping merchants informed is the best way to prevent errors, minimize calls to your support team, and keep attrition rates low. Work with us to create effective ways to communicate with your customers.