

Human-Led Outreach Powered by **Archimedes AI**



Arcum's **Retention Agents** act as an extension of your team – conducting proactive merchant outreach on your behalf using trained retention specialists combined with Archimedes AI-powered insights. Arcum combines real human engagement, merchant service expertise, structured retention workflows, and AI-driven prioritization to proactively improve merchant loyalty, reduce churn and cross-sales opportunity.

Retain merchants before issues escalate

Archimedes AI identifies merchants showing signs of churn, dissatisfaction, inactivity, or revenue risk – allowing Arcum Retention Agents to proactively engage merchants with AI-assisted merchant messaging & follow-up outreach.



Outbound & inbound
phone calls



Email outreach
& Response



SMS engagement
(coming soon)

Best-in-class campaign execution

Arcum Retention Agents follow a proven outreach workflow designed to maximize merchant engagement and retention outcomes.

- Daily AI-prioritized merchant action lists
- Guided scripts and retention workflows
- Outbound calling via RMS Communications Manager or alternative CRM (IRIS, Salesforce)
- Inbound merchant support handling
- Follow-up scheduling and outreach tracking
- AI-assisted email summaries and documentation
- Escalation management when needed
- Continuous campaign optimization and supervisor review

Every merchant interaction, outcome, and follow-up is captured within your CRM and RevMax Studio to ensure visibility and accountability.



Specialized Training

Arcum Retention Agents are specially trained in both traditional merchant service and proactive revenue retention strategies.

- Merchant customer service and retention best practices
- Call types include: Compliance, billing, hardware, and financial call handling
- Customer-specific onboarding and product training
- Archimedes AI risk indicators and reason codes
- RevMax Studio workflows, QA, and supervised onboarding

This ensures Arcum Retention Agents represent your organization professionally while delivering a consistent merchant experience.

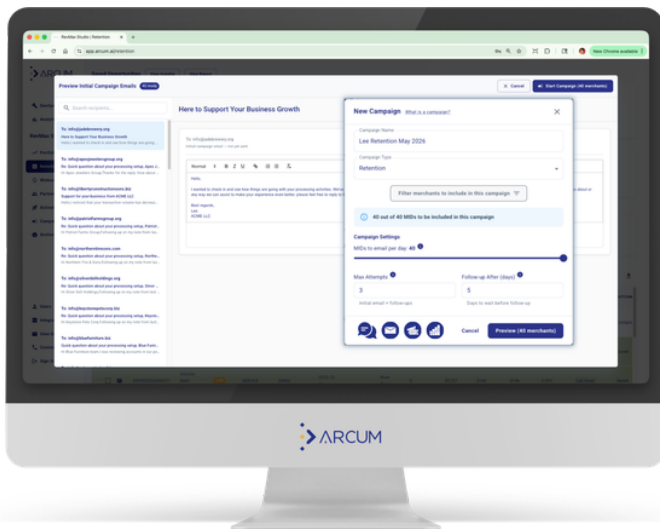
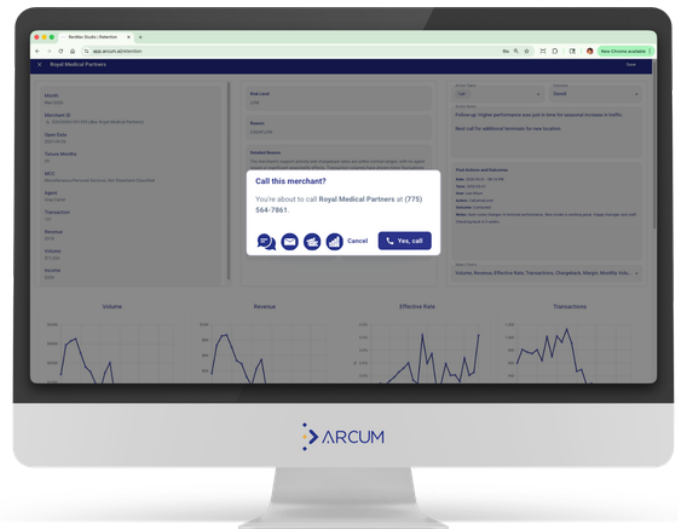
Scale retention without adding headcount

Arcum RaaS enables payment providers to launch proactive retention programs immediately – without disrupting operations or expanding internal support teams.

Reporting & Visibility

Track outreach activity, merchant outcomes, and retention performance through RevMax Studio and your CRM.

- Outreach attempts and saved merchants
- Follow-up activity and next actions
- Merchant notes and call outcomes
- Daily, weekly, and monthly reporting
- RMS dashboard and CRM visibility for stakeholders



Why Arcum Retention Agents?

- ✓ Human-led merchant engagement
- ✓ AI-powered merchant prioritization
- ✓ Faster outreach and follow-up
- ✓ Professional, scalable retention operations
- ✓ Improved merchant satisfaction and LTV
- ✓ Reduced churn and protected revenue

For more, please contact us at:
(404) 981-5839 or info@arcum.ai
or visit **www.arcum.ai**