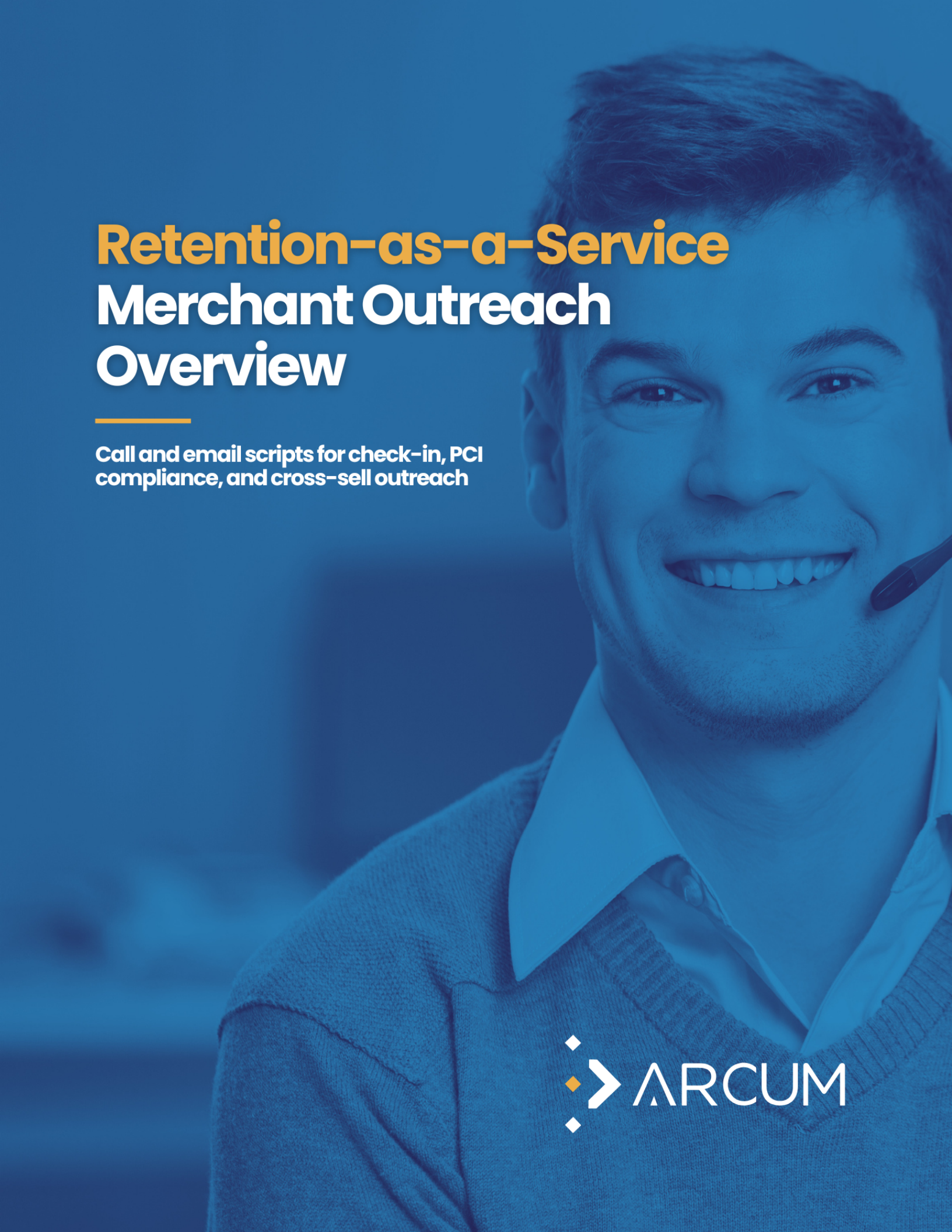
Retention-as-a-Service Merchant Outreach Overview

Call and email scripts for check-in, PCI compliance, and cross-sell outreach



ARCUM

Merchant attrition is quiet: accounts don't complain. They just leave. Arcum RaaS puts a dedicated Arcum retention specialist on your portfolio who proactively calls and emails your merchants as *your* team, under *your* brand; to catch issues early, expand margins by identifying cross-sell opportunities, and strengthen your relationship with each account before they decide to leave your portfolio.

Three Types of Outreach

1. Proactive Check-Ins

Every merchant gets a live touch from a named specialist , not a survey, not an 800 number. We confirm equipment and deposits are running smoothly, walk through anything confusing on their statement, and give them a direct line for future issues. Problems surface on a friendly call instead of in a cancellation notice, and at-risk accounts are flagged to you immediately.

2. PCI Compliance Remediation

We identify merchants flagged PCI non-compliant and walk them through validation live on the phone — questionnaire, scan scheduling, and confirmation. The merchant's monthly non-compliance fee comes off their bill, their processing costs drop, and your portfolio's compliance rate rises. It's the fastest goodwill win in the program: the merchant saves real money for taking a 15-minute call from your team.

3. Account Optimization

Once trust is established, we review each qualified account for opportunities that benefit the merchant and deepen the relationship: pricing model reviews for merchants paying above-market effective rates (dual pricing, cash discount, or surcharging where appropriate), and equipment upgrades for terminals reaching end of life — resolved before they cause downtime or compliance exposure. Every recommendation is grounded in the merchant's own statement data, never a cold pitch.

Ramping-up:

Weeks	Focus	Outcome
1–2	Relationship check-ins	Merchant knows their contact; open issues captured and resolved or escalated
2–3	PCI compliance sweep	Non-compliant merchants validated; monthly fees removed from their bills
4	Account optimization	Qualified merchants presented savings or upgrade opportunities, backed by their numbers
Ongoing	Follow-through	Every commitment gets a dated callback; every touch is logged and reported

What You Can Expect From Us

- **White-label delivery.** Your merchants only ever hear your brand. Our Retention Gurus operate as your merchant services team.
- **Full activity visibility.** Every call, voicemail, and email is logged with disposition and next step reported to you on a regular cadence.
- **Early-warning escalation.** Merchants showing churn signals (switching talk, unresolved complaints, declining volume) are flagged to you the same day.
- **Measurable outcomes.** Compliance rate lift, merchants at-risk saved, volume and revenue retained, tracked against your portfolio baseline.

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