



## Merchant Onboarding App

Effective and faster merchant onboarding to drive portfolio growth.

A key aspect of the merchant acquiring business is the effectiveness of the merchant acquisition and speed of the onboarding process. Most acquirers globally provide multiple channels for prospective merchants to apply for a new account or facility with the predominant channel being the generation of leads through its retail branch network. Historically, acquirers have designed their merchant application processes around the concept of “sequential approval”. Acquirers legacy systems have been traditionally designed to receive scanned or paper applications with merchant agreements referenced in a separate document. This relies on manual intervention and a sales executive to help complete the application and obtain a signature to be submitted for underwriting adding significant delays to overall onboarding process. In the past, goal has been to capture as much information from prospective merchants upfront so that a comprehensive risk assessment and due diligence review can be performed, typically initiated on paper application format. However, with the technology available today, there is an opportunity to refine the merchant application experience to one that delivers an immediate decision, with the risk management activities being conducted in parallel or after activating the account.

## Solution Overview

The solution involves a merchant application process built on Appian platform which streamlines to an online point and click systems which is highly intuitive and user friendly for prospective merchants. It helps build a strong process foundation where the merchant can be directed to an online application link and website with a clear reference to other legal documents relating to payment processing and the merchant services being provided. The system also supplements the online application by having regular and consistent reporting in place to monitor the key performance indicators to the number of online merchant applications started, completed or incomplete with associated follow-up actions and responsibilities in place. Once the merchant application has been captured for processing, application is vetted by the system through series of rules to confirm all the mandatory fields are completed with the application denied or held in pending status until all the key fields are completed. Upon validation, the system will typically check that all sections are completed and supporting documents received. Providing an online merchant application function allows the sales executive to enter a large portion of merchant application data directly into the system. This will significantly decrease the time and potential errors that will come from the validation process and a reduction in abandoned applications. The system also supports auto-approval for low risk merchant for which underwriting business rules can be configured based on the organization's credit risk policy.

### Key Functionality & Features

- Online Merchant Application - Intuitive and simple user experience
- Online uploading of documents
- Extraction of key details using OCR capability to avoid manual entry
- Address verification using third party service like USPS
- DocuSign integration for electronic signature
- Document validation using RPA
- Risk Classification – auto approval for low risk merchants
- Comments section for further requirements of documents/data by underwriters
- Multi-level reporting and insights into overall performance of application onboarding - by sales

### Key Benefits

- Accelerate merchant onboarding by 10x
- Drives significant portfolio growth by increased revenue and sales due to faster onboarding
- Increased productivity for sales executive, QA, underwriters
- Significant increase in Merchant's satisfaction presenting upsell/cross sell opportunities
- Customer retention

## About Persistent Systems

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