



## REAP BEFORE THEY LEAP...

Payment processing is now viewed as a commodity and merchants are always making the leap to other processors.

With retention services from Cynergy Data, we'll help you keep your best merchants loyal. While you keep reaping your profits.

### WHAT IF:

- You had proven, predictive analysis at your fingertips to stop merchant attrition?
- You could offer your merchant a side-by-side cost analysis?
- You could give your top processing merchant priority in a retention queue?
- You had reports at your fingertips to avoid further attrition?
- You could expect up to a 50% merchant retention rate through our services?

You can have all this and more with Cynergy Data's Retention Services, where proven analytics and tactics, such as evaluating past attrition trends, will help save your merchants.

We understand your core business is about selling. So why not let our Retention Team focus on saving your most profitable merchant accounts while you focus on securing new deals?

Our trained retention experts will work with you to implement a program that's right-sized for your business - with little or no disruption to your daily business operations and selling activities.

### Analysis and Support

There are many reasons why merchants attempt to migrate. Those sweetheart deals the other guys promise will never go away and the competition is always looking to beat you to the finish line.

But Cynergy Data can help you win the race. While most other processors have retention programs, we take it a step further by helping you to understand the reasons why merchants are looking to leave. We listen to your merchants' concerns and analyze the facts, including the merchant's past processing and profitability history.

Whether it's resolving technical or customer service concerns, offering an enticing value proposition, or re-evaluating fee structures based on a merchant's stability and profitability, Cynergy determines the best course of action to help keep your merchants on board and happy. Because our mission is to keep you on board and happy.

And, if at any time, you wish to interface directly with your merchant, we will gladly transfer them back to you.

Our top priority is to help save your merchant accounts - while you focus on your top priority - signing new deals and earning residuals.

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## Detailed Reporting

Saving merchant accounts is only the first step. That's why Cynergy provides monthly, detailed reporting full of robust, feature-rich tools that help you make the most informed decisions.

- View a listing of saved accounts
- Receive detailed analytics regarding your portfolio attrition trends
- Analyze the associated costs with retaining your merchants
- Get a snapshot view of all cancelled and retained accounts along with processing volume.

## Proactive Planning

Our proactive priority queues let us assist your most valuable merchants as soon as they hint at cancellation.

Uniquely trained to target and resolve key issues, they will work with your merchant to:

- Review rates
- Compare and contrast competitor offers
- Resolve complaints, and
- Ensure satisfaction.



### Your Success is Our Success

Our team enables you to analyze past trends and anticipate future trends, thus helping you gain a foothold over the competition. Let Cynergy Data help you retain your revenues while keeping your best merchants loyal - all through one, convenient program. Contact your Cynergy Data Relationship Manager for more details today.