



# Next-gen merchant lifecycle management for BNPL companies

Attract and engage merchant partners. Drive growth

Consumer adoption of Buy Now, Pay Later (BNPL) services is growing exponentially, both among low and high credit consumers. At the same time, merchants are embracing BNPL as they realize its value in increasing cart conversions and attracting new customers.

This means BNPL companies must focus on elevating merchant engagement and experience to increase lifetime value, drive mutual success, and enhance bottom line impact.

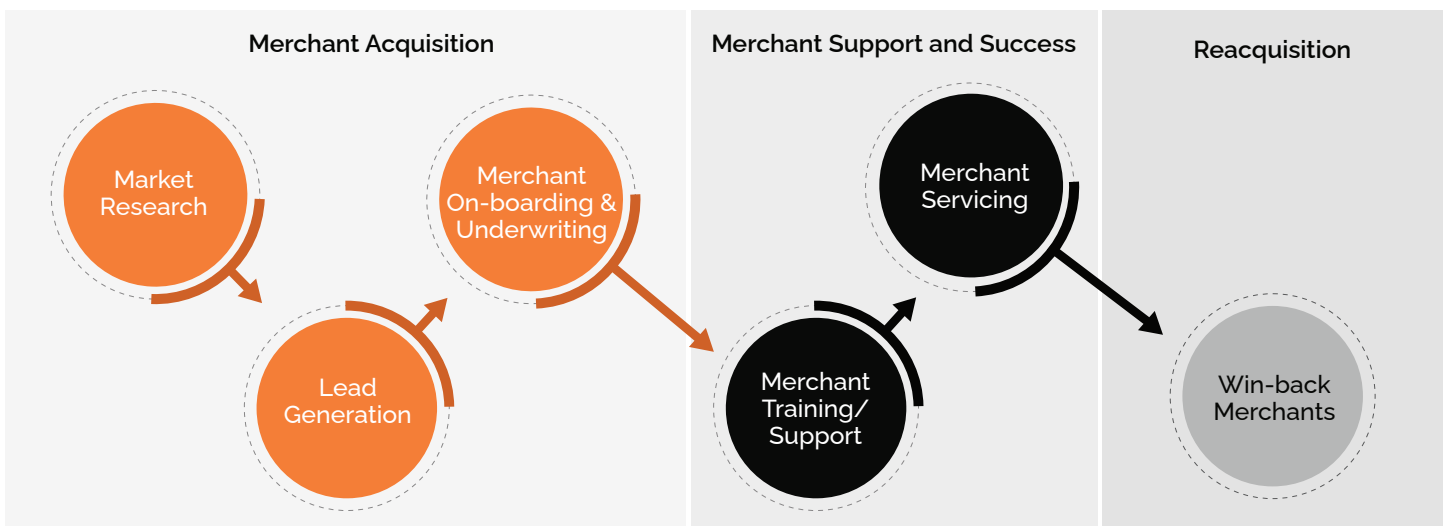
The challenge? Successful merchant lifecycle management demands seamless orchestration of multiple moving parts – from deploying the right technologies to providing robust omnichannel merchant support.

We can help.

## Firstsource Merchant Experience solution

Modern merchants expect seamless omnichannel engagement and support across the merchant lifecycle – from identification and acquisition to onboarding and ongoing support. Firstsource's Digitally Empowered Contact Center (DECC) is specifically designed to help BNPL companies meet evolving merchant expectations. It blends next-gen technologies such as cloud, AI and analytics with the human touch, offering end-to-end merchant lifecycle support.

Support across online and POS business lifecycle through tools, technologies and minimal human intervention



## Elevate the merchant experience

We understand that expanding to new markets and adding new merchant categories requires the ability to seamlessly scale operations up or down while ensuring compliance and security. Our digital-first solution streamlines merchant support and eliminates operational constraints, allowing your staff to focus on what matters the most – boosting the customer experience and driving growth. It mobilizes our deep expertise in Contact Center Management, Merchant Lifecycle Management as well as Digital Debt Collections, helping you attract merchants and deepen engagement. The flexible and modular offering is available as a turnkey solution or point solutions, based on your requirement.

We helped the world's largest eCommerce company accelerate merchant onboarding and support



**40%**

Improvement in merchant 'lead to conversion' ratio



**30%**

Increase in seller launch

**25%**

Improvement in seller performance



**50%**

Reduction in 'lead to launch' time

**50%**

Reduction in merchant onboarding time



**Over 90%**

Merchant support satisfaction rate



We partner with two of the top 5 global BNPL companies, streamlining their merchant support operations and elevating the merchant experience. **We can do the same for you. Talk to us.**