

4X Revenue Growth for Commercial Processing

Revitalizing an Enterprise Payments Business

Money on the Table

When a prominent regional bank was struggling to gain traction with its enterprise payments offerings, we identified internal inefficiency & end-customer confusion driving missed opportunities.

Despite a comprehensive product suite, commercial card penetration languished at a mere 8% of customers and overall merchant processing penetration was almost nonexistent.

The sales team was under-utilized. Consultants were devoting only 25% of their time to revenue-generating activities, while over 40% of consultant time was consumed by administrative tasks.

Blurred role clarity, uneven skill levels, and divisional silos fueled low morale, exacerbated by a complex and ever-evolving product catalog requiring deep expertise. **If sales couldn't adequately support the customer, how could they increase product adoption?**

Integrated Solutions



Process Optimization

We conducted a comprehensive audit of processes, roles, and cultural dynamics, and quantified the opportunity through data-driven analysis.



Transformational Change

We redesigned goal structures, incentives, and change management plans. Then, we developed coaching frameworks and leadership toolkits.



Organizational Realignment

Surveys and interviews helped map employee time allocation, supporting the need to create two distinct roles to better serve clients: Technical Advisory Specialists & Solution Specialists.

Our Results

Revenue Acceleration

The revitalized enterprise payments business **doubled its revenue within 12 months from \$1.5M to \$3M and to over \$6M in 24 months**

Sales Productivity

- Achieved a remarkable **30% conversion rate uplift**
- Trained consultants on a solution-driven sales model

Operational Excellence

- Streamlined operations by eliminating low-value activities
- **Increased focus on high-impact, revenue-generating efforts**

By embracing expertise, optimizing processes, and realigning the organizational structure, our leader unlocked the latent potential of the bank's payments business, setting the stage for sustained growth.

