Direct-to-Merchant™ (D2M) Engagement Platform

Accelerate Activation, Growth and Profitability

We know effectively engaging and communicating with new and existing merchants is essential to your business's success. But what can you do if in-person visits are simply too costly, your calls and emails are not being answered, and your website is underutilized? Transform your smart payment devices and digitize critical business processes with POPcodes' D2M engagement platform!

D2M's Proven and Measurable Benefits

D2M reduces the time to first transaction for merchants and reduces time and costs over the account lifecycle for ISO and other PSP teams.

50% Less Time to Deploy

Digitized workflows guide new merchants through onboarding and setup.

50% Lower Support Costs

Drive down inbound support calls and digitize outbound support efforts.

10x Survey Response Rates & Insights

Short, graphical surveys help capture valuable feedback and user data.

100% Engagement

Merchants will see promotions and announcements in real-time while devices are on.

D2M Platform Features

POPcodes designed D2M with practical, effective engagement tools.

Power-Up™ Campaigns

Turn your merchant customers' point of purchase devices into powerful sales drivers. Use campaigns to ensure compliance, announce new solutions, and upsell or cross-sell. PSPs have the ability to target various segments of their customer lists with relevant messaging.

Merchant Surveys

POPcodes allow you to listen to your customers. Short, targeted D2M merchant surveys enable you to collect feedback across the entire payments estate or with specific groups to understand needs, gauge satisfaction with your solutions and services, and lower churn.

How the D2M Platform Delivers

The platform has convenient options for delivering custom, graphical, omnichannel workflows to your customers.

Digital Unboxing & Welcome

Remove the complexity and uncertainty from new hardware or software setup and training with a digital experience. Communicate essential information under your brand — and in terms merchants can understand — to quickly guide merchants to their first transaction.

Notifications and Alerts

Keep merchants informed of updates and known issues with real-time notifications and alerts. When merchants power up their payment devices, they see the latest information delivered directly at the point of purchase. That helps them prepare or adapt for the day.

Self-Serve

Give merchants access to information at any time they choose. Our self-serve options allow merchants to find answers about training, support, and product features in your online portal. Their payment devices become links to a full, 24/7 workflow-enabled experience.
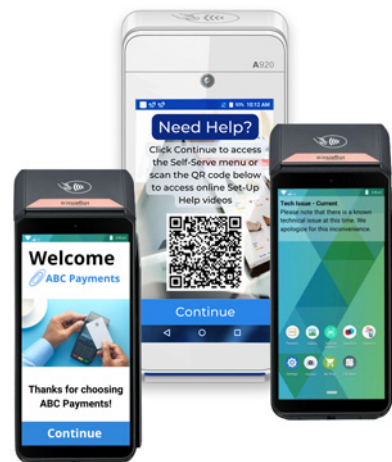
The Advantages of Partnering with POPcodes

When you choose the D2M platform, you gain a partner invested in your business's success. Our expert team will help you digitize each use case, creating a coordinated digital engagement strategy that aligns with your brand. Your messaging delivered via the D2M platform will efficiently guide merchants through even the most complex processes throughout the entire account lifecycle. We also work with you to monitor and analyze workflows, continually improving engagement and outcomes.

What Do You Need to Communicate to Your Customers?

Contact us to discuss your first workflow and how to tailor it to benefit your business.

1-866-POPcode • info@popcodes.com • www.popcodes.com