

# CASE STUDY

Joint Collaborations  
Drive The Success of  
Paya-CentralReach Partnership  
BEHAVIORAL THERAPY EDITION



# Campaign Snapshot

## PORTFOLIO CONVERSION

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### OVERVIEW

CentralReach is a company that develops applied behavior analysis software for the developmental disabilities sector, with a focus on both research and practice. One of the immediate goals of its partnership with Paya was to implement a campaign to move a targeted segment of users to Paya for an upgraded payments acceptance solution. Over the course of the 8-month campaign, CentralReach and Paya were able to transition 140 organizations to Paya's integrated solution, amounting to a 61% conversion ratio. Paya's commitment to establishing and working toward joint goals with CentralReach has been a hallmark of their partnership and reflected successfully in a number of other collaborations throughout the course of their affiliation.



# APPROACH

MOVING CUSTOMERS MADE EASY

## NUANCED UNDERSTANDING OF GOALS

CentralReach and Paya were able to structure a partnership program to allow organizations to hit the ground running with an approach that would quickly get customers up and running with Paya. From custom merchant pricing programs to automated merchant applications, Paya implemented new solutions to streamline merchant onboarding for a better customer experience.



## TECHNICAL CAPABILITIES

Many of CentralReach's customers in the targeted conversion segment relied on legacy payment gateways and systems for both telehealth and in-person payments. Especially amid shutdowns during the COVID-19 pandemic, the value proposition of Paya's integrated payments technology manifested itself in a significant way to CentralReach's customers. As a result of switching to the Paya platform, CentralReach clients have been able to provide their customers with enhanced security and more efficient payments processing. Examples include rapid deposit windows with next-day funding options and automated updates to tokenized cards on file with Paya's Card Account Updater service.



## JOINT INITIATIVES

Paya has worked with CentralReach to develop a joint marketing campaign to convert a number of its customers using legacy payment systems to its platform. As part of another conversion campaign in April 2020, with COVID causing many clinic closures, Paya and CentralReach collaborated to bring many clinics to move to Paya while business slowed, rather than waiting for the August end of life deadline. Their partnership in this effort resulted in 39 new organizations onboarding to the Paya platform.



# Results

SUPERIOR SOLUTION AND ADOPTION



## MARKETING CAMPAIGN AND TOOLKIT

In order to achieve the mutual goal of converting a specific sub-set of CentralReach's customers to Paya's integrated payments platform, Paya developed and implemented a full-scale marketing toolkit to reach this group – including collateral such as email copy, sales script, marketing collateral and product sheets, and more. As a result of the targeted campaign, Paya and CentralReach were able to onboard 140 users onto Paya's platform, amounting to a 61% success rate.

## ADOPTION

By working closely with CentralReach to onboard customers onto its payments platform, Paya has helped CentralReach expand usage of their integrated payments module while making an existing service more secure and efficient for clients.

229

Targeted organizations in conversion campaign

140

Successfully converted to Paya over eight months

61%

Conversion success for targeted customer sub-set