



# Partnership Between Paya and Recur360 Shows Value of Custom Approach

## OVERVIEW

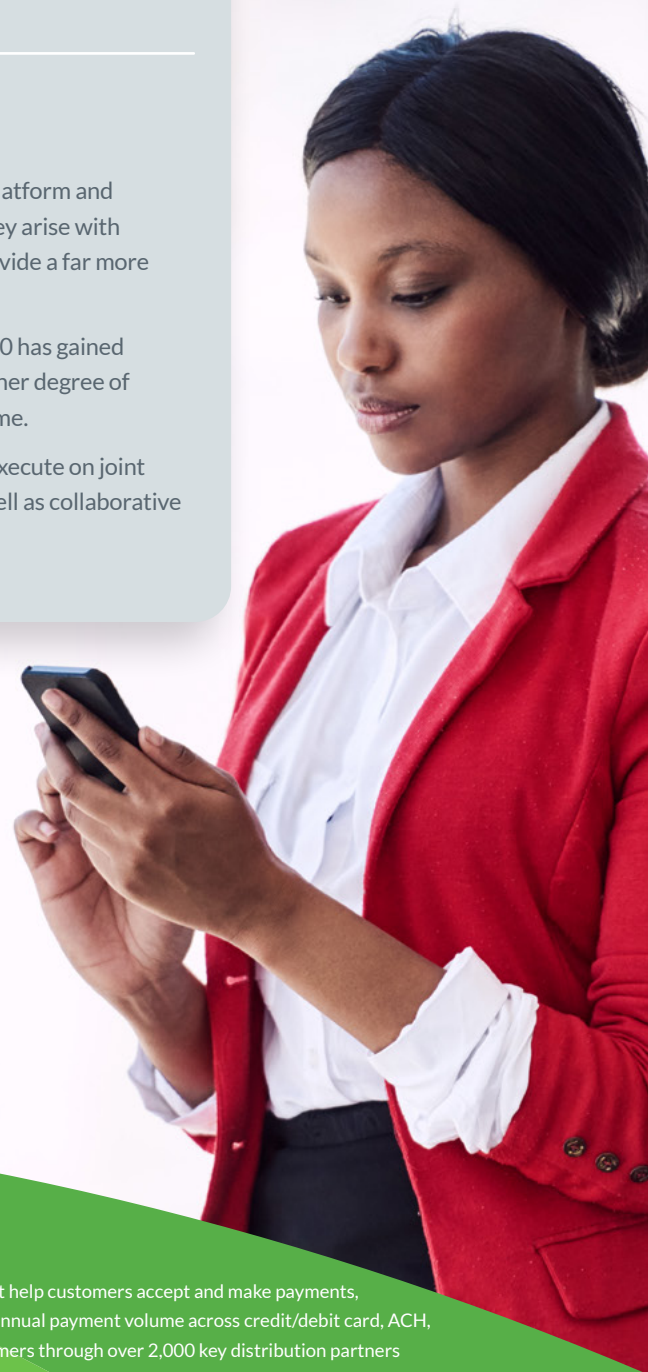
Recur360, an industry-leading IT managed services company, established a strategic partnership with Paya in 2021. The company—which automates customers’ invoicing workflows—was attracted by Paya’s direct and hands-on approach to customer service and willingness to develop systems and processes around the needs of Recur360’s customers.

## APPROACH

- **Direct contact.** Prior to Recur360's partnership with Paya, the company never had direct contact with payment providers, always working through middlemen. Paya's commitment to developing personal connections between the two teams has immensely benefited the working relationship, especially the ability to trouble-shoot issues and develop tailored solutions.
- **Prioritization of customer onboarding.** Paya has eased the process of onboarding Recur360 customers onto using its integrated payments platform, providing hands-on support and making the transition seamless from technical and usability standpoints.
- **Proactivity.** Rather than reacting to issues as they arise, Paya comes to the table with solutions and with new ideas to increase efficiency, and works closely with the Recur360 team to develop and implement fixes.

## RESULTS

- **Custom product offering.** Through Paya's deep understanding of Recur360's platform and businesses, it has been able to help better explain and troubleshoot issues as they arise with Recur360 customers. Ultimately, this tailored approach allows Recur360 to provide a far more personalized offering to customers, particularly in comparison to competitors.
- **Access to multiple tech gateways.** Through its partnership with Paya, Recur360 has gained the ability to access data with multiple gateways, which gives the platform a higher degree of functionality and ability to address issues with customers as they arise in real time.
- **Wide-ranging collaboration.** Paya has worked with Recur360 to develop and execute on joint marketing initiatives, including webinars featuring member so both teams, as well as collaborative sales efforts.



Paya (NASDAQ: PAYA) is a leading provider of integrated payment and frictionless commerce solutions that help customers accept and make payments, expedite receipt of money, and increase operating efficiencies. The company processes over \$40 billion of annual payment volume across credit/debit card, ACH, and check, making it a top provider of payment processing in the US. Paya serves more than 100,000 customers through over 2,000 key distribution partners focused on targeted, high growth verticals such as healthcare, education, non-profit, government, utilities, and other B2B goods and services. The business has built its foundation on offering robust integrations into front-end CRM and back-end accounting systems to enhance customer experience and workflow. Paya is headquartered in Atlanta, GA, with offices in Reston, VA, Fort Walton Beach, FL, Dayton, OH, Miamisburg, OH, Mt. Vernon, OH, Dallas, TX and Tempe, AZ.