



# Paya and Rev.io fuel revenue growth and profitability for Premier Companies



## OVERVIEW

Premier Companies is a pioneering audio marketing company that has been offering world-class digital 'on-hold' marketing messages and related services to business customers for nearly 40 years. They continue to stand out with their cornerstone product "HOLD PLUS," which delivers high quality, customized hold messages that enable Premier's clients in retail, home service, medical facilities, and other industries to better inform, engage with, and serve their customers.

As demand for Premier flexible cloud-based phone systems and marketing solutions rose in recent years, so too did the volume of data to be billed and payments to be processed. To help manage this increasing complexity, Premier chose Rev.io Payments powered by Paya as its billing and payments provider, which has enabled massive customer and revenue growth.

# CASE STUDY

## THE CHALLENGE

“We always billed our clients annually, and from day one, payments were all (sent via) check,” says Mark Bortz, Premier Companies founder and CEO. “We billed in advance, and we minimized our billing and payment processing requirements.” That manual billing method worked for a small team with a small client base, but as demand for PHONE PLUS services using cloud technology continued to grow, a new standard was set for buying and paying for telephony services. Customers now expected monthly billing, online account access, and a choice of digital payment methods.

Then, Premier experienced a new surge in demand when the pandemic drove the workforce into home offices. Companies with legacy analog phone systems suddenly needed to upgrade to cloud-based communications to accommodate this move, and many others — especially essential businesses — needed to provide customers with important and ever-changing business updates via HOLD PLUS. Premier was growing faster than ever and needed to be able to bill and collect payments from this massive surge in an efficient, reliable and profitable way. Manual processes had to go.

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## THE SOLUTION

Premier selected Rev.io Payments powered by Paya to automate and enhance their billing and payments processes. Rev.io provides automated billing and customer management solutions for communications service providers across a wide variety of product offerings. In partnership with Paya, a leading integrated payments provider, Rev.io enables telecom industry leaders like Premier to significantly improve their efficiency, reliability and security for billing and payment processing. By removing slow, manual processes, Premier was able to embrace their enormous growth opportunity and count on an efficient, stable, and reliable system to support their business.

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## THE RESULTS

With their billing and payments problems solved, Premier is perfectly positioned to see continued growth. In two years since becoming a client, their annual revenue has more than doubled. And today, as customers continue their digital transformations in hybrid work environments, Premier is still scaling rapidly, now doubling their billings month-over-month.

Bortz is thrilled with the operational efficiencies of Rev.io Payments powered by Paya, saying, “The auto-pay option allows us to bill tokenized cards on file for all accounts on the first of each month with a process that runs about two hours at 2 a.m.”

Premier Companies is enjoying plenty of other benefits of the Rev.io Payments. Profitability tops the list because many PHONE PLUS customers opt to pay with ACH, which is less expensive to process than credit card and paper check processing. In addition, the sleek experience and interoperability between Rev.io’s billing and payments portals makes it easier to upsell ON HOLD services and create long-term customer retention.

2X+

Revenue growth in just two years

<2 hours  
per month

To bill all customers

Across all  
50 states

Customers utilizing Premier products

“

Much of the credit goes to Rev.io and Paya for our revenues more than doubling in the past two years. We would have never been able to scale with the previous process we had in place. We've seriously increased staff productivity and our profitability has greatly improved.”

Plus, the great thing about Rev.io Payments is that it gives you the ability to have a vision:  
**Now where can we go?**

– Mark Bortz  
Founder and CEO  
Premier Companies



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, Mt. Vernon, OH, and Dallas, TX.