

MERCHANT PAYMENT SERVICES

TimeDriver delivers qualified leads and \$50K in additional annual revenue

“TimeDriver saves me ten hours per week that I previously spent emailing and calling prospects to find a convenient time to speak. More importantly, it delivers approximately 30 qualified leads each month to my inbox. And 40% of those are turning into a sale equating to over \$50,000 in annual revenue.”

*Tom Griffith
President
Merchant Payment Services*



Ten hours per week lost to phone and email tag

Established in 1990, Merchant Payment Services (MPS), processes online credit card transactions for small businesses. It is serious about delivering extraordinary service to its clients and conducting business with impeccable integrity in order to build customer confidence to the highest possible level. However, for Tom Griffith, President at MPS, scheduling appointments with his prospects was not an area where they excelled. “Much of our lead generation is from our website. We relied on people

filling out and submitting a form with their contact information and waiting for our call back. Unfortunately, it took as many as 10-15 attempts to finally connect with the person,” recalls Griffith. “It was taking me upwards of 2 hours of my day, every day, and when I finally did connect, there was no guarantee that the person was a good lead. To improve customer service, it was obvious we needed to find a better way to connect with prospects.”

Qualified appointments skyrocket and launch \$50,000 of annual revenue

Through a Web search, Griffith found TimeDriver, a personal appointment scheduler that can be embedded on the MPS website and directly within emails. “Now, when a prospect visits our website they are able to immediately schedule an appointment with me to learn more about our products and services simply by clicking on a link on our homepage. The link takes them directly to my available appointments where they can select a time that is convenient for both of us,” continues Griffith. “TimeDriver has saved ten hours a week of phone and email tag and automatically delivers qualified leads to our inbox. More

than 80% of our new client appointments are coming through TimeDriver and these are prospects that are serious and interested in our services.”

MPS receives approximately 30 new client meetings per month through TimeDriver. Of the 30, 40% result in sales at an average deal size of \$30 per month delivering \$50,000 in increased annual revenue,” concludes Griffith. “TimeDriver not only delivers ideal prospects that are likely to close but real revenue dollars to our bottom line and outstanding customer service to our clients and prospects.”

About Merchant Payment Services

Merchant Payment Services processes online credit card transactions for small businesses. It processes over 1.5 million transactions monthly, serving over 3,500 merchants nationwide and growing at an average rate of 60 merchant locations per month.

- Who?** Tom Griffith
President, MPS
- How?** “Click to Schedule” link in email and website
- Usage?** 360 qualified leads/year
- Calendar?** Syncs with Outlook
- Benefits?** Increased revenues by \$50,000 per year
Saved President 10 hours/week
Delivered 30 qualified leads per month

