

# CASE STUDY



HEALTH AND WELLNESS EDITION



THE VALUE OF A FLEXIBLE  
APPROACH TO PAYMENTS

# Campaign Snapshot

POWER OF PARTNERSHIP

## OVERVIEW

WellnessLiving is a business management software solution that focuses on the health and wellness space. The company partnered with Paya in 2016 in large part because it was seeking a payments provider that offered a flexible, customized approach to implementing its growth strategy, as well as fine-tuning over time the role that payments would play in that plan.



# Approach

EVOLVE TO GROW

## CUSTOMIZATION

Paya's willingness to adapt to the needs of the organization, and adjust its strategy in real-time, proved crucial to its successful execution, even as WellnessLiving's business grew beyond its early stages.



## USABILITY

Systems and partnership programs are supported by the highly flexible Paya Connect platform, easing the transition process between phases of business maturity. With Paya, WellnessLiving was able to avoid multiple technical integrations often required to support transitioning between program types.

## HANDS-ON APPROACH

Early on, Paya also demonstrated its commitment to providing comprehensive support throughout the engagement, including real-time technical support and a proactive approach in terms of efficiency and identifying new opportunities.



# Results

## ACCELERATED GROWTH & FLEXIBILITY



### GROWTH SUPPORT

During the growth phase, WellnessLiving entered into partnership with Paya under a traditional referral program structure, where Paya managed all payments-related functions. This strategic approach was invaluable at a critical stage in its growth, allowing WellnessLiving to focus on core software initiatives needed to scale the business. As part of the program, Paya provided full-service support from sales, risk and underwriting, merchant onboarding, customer care, retention and more.

### LONG-TERM SUPPORT

As WellnessLiving's software business evolved and became more established, Paya was able to work closely with the organization in real-time to adjust the strategy and transition to a hybrid ISO partnership structure, taking more payments responsibilities in-house. Throughout this process, Paya provided on-the-ground support and guidance in making this shift. Paya has served as a strategic partner helping them take the lead on more payment-related functions, such as sales and retention.

# 88%

Growth in active payments customers

# 150%

Increase in annual processing activity

# 52%

Increase in new customer onboarding