



How Serve First Helped Bell Medical Increase Profits, Save Time and Expand Their Business

CUSTOMER:

Bell Medical, Inc.

Medical and biomedical supply company headquartered in St. Louis, MO.



THE CHALLENGE

Reduce costs, save time and mitigate security risks

Payment processing issues were causing major headaches for Bell Medical.

Rising credit card processing costs were just the beginning. Inefficient internal processes related to payments were straining administrative staff and causing delays in customer deliveries.

Additionally, Bell was unfamiliar with proper payment security protocols, potentially leaving the company vulnerable to a costly data breach.

It was clear that Bell needed an overhaul of their current payment processing system. Simply switching to a new provider with lower fees would not be sufficient to solve their issues.

Instead, Bell needed a payment processing expert that could evaluate their current system, proactively suggest what needed to be done in order to optimize that system and rapidly implement these measures.



A fairer pricing model, key software integration and airtight security protocols



1 The Serve First team began by analyzing Bell Medical's merchant services statement, identifying areas where Bell was overpaying. Within a few days, Serve First was able to construct a fairer and more transparent pricing structure that would save the company thousands of dollars a year.



2 The second problem that needed to be fixed was customer delivery delays caused by slow payment processing. This issue was solved by integrating credit card processing functions directly into Bell's accounting software. This integration saved countless hours of work by removing the need for manual entry of payment information.

3 Finally, the Serve First team implemented proper industry security protocols at all levels of the Bell Medical payment system, mitigating risks across all of their electronic payments.

Increased profit, reduced administrative time and a new revenue stream

Saving time and money are the primary concerns of most businesses when switching to a new merchant services provider, and Serve First helped Bell Medical realize both of these objectives right off the bat. Additionally, Bell experienced a significant reduction in risk via better security protocols. These were the most obvious benefits of partnering with Serve First.



BUT JUST AS SIGNIFICANTLY, THESE CHANGES ALLOWED BELL TO TAKE ADVANTAGE OF A GOLDEN OPPORTUNITY TO EXPAND AND DIVERSIFY THEIR BUSINESS.

Specifically, Bell used the time and money saved via their new payment processing system to expand into the personal protective equipment (PPE) industry to help in the fight against COVID-19. Along with contributing to a worthy cause, this new line of business created an additional key revenue stream amid a very challenging economic climate.

About Serve First Solutions

Serve First Solutions is a nationwide payment solutions firm specializing in payment system optimization for small to medium size B2B merchants in a variety of industries. SFS offers best-in-class cashless payment services and prepaid products from industry leading partners, helping our clients save time and money by improving the efficiency and effectiveness of their payment systems and associated operations.

Contact Us today for more information.