



### **PAYPROTEC LAUNCHES SALTSHA™**

#### **Proprietary software helps ISOs differentiate, cross-sell products and boost merchant retention**

(March 30, 2015) To help its ISO partners cross-sell products and services and stem merchant attrition, leading ISO PayProTec has created a unique web portal that gives its merchants fingertip access to a wide array of small business tools and benefits.

Called Saltsha, the portal is accessible to PayProTec merchants via the URL [www.saltsha.com](http://www.saltsha.com). Once there, viewers have at-a-glance access to four types of information: customer management insights and reporting based on the merchant's actual transaction data; one-touch access to products and benefits, including a Cash Advance pre-qualifier and free terminal replacements; a resource library comprising hundreds of articles and insights geared to the needs of small businesses; and, a custom loyalty program that rewards merchants based on their processing volume.

"Our goal was to make it simpler for merchants to grow their businesses, by providing a single resource that helped them make informed decisions, manage their customers, and quickly access a number of products and services," explained PayProTec President Marc Beauchamp. To increase the speed with which customers can get informed information, Saltsha also includes one-touch access to a live chat with the ISO's customer service department.

"It's all about fast and simple access," Beauchamp says. "Saltsha gives merchants immediate access to our insights, our staff, our products, and even our supplies."

Additionally, Saltsha has a built-in program designed to boost merchant retention. The program assigns rewards points based on processing volume, and includes a virtual mall of products and services where these points can be redeemed.

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"By amassing all these services into a single portal, we make it simple for our customers to access everything they need to grow their business," Beauchamp says, adding, "By doing that, we make a measurable impact on loyalty and retention. All without the sales partner needing to do a thing."

Saltsha is available free to PayProTec merchants for a sixty-day trial period, after which they are automatically opted-in at a low monthly rate that generates residuals to the sales agent or office.

"PayProTec is committed to offering the greatest number of vetted, sophisticated, proprietary products to our merchant customers," Beauchamp says. "That, in turn, makes us a very appealing choice for sales partners."

To learn more about the PayProTec Saltsha program, please contact 574.269.0792 or visit [www.saltsha.com](http://www.saltsha.com).



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