

PAYMENT EMERGENCY

Your Revenue Is Bleeding. Find The Source.

Most Revenue Doesn't Disappear All At Once. It Leaks Through Payment Failures, Poor Routing, Broken Retries, Settlement Gaps, And Recurring Payment Issues That Barely Get Noticed.

GET THE REVENUE RESCUE KIT [➔](#)



The Preventive Healthcheck

Revenue MRI

Every payment journey shows symptoms. The question is noticing them on time and leveraging the golden window before it is too late.



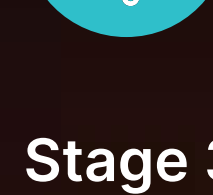
Stage 1: Early Symptoms

Customers never make it to payment. Checkout friction, limited payment methods and cross-border failures quietly reduce conversion before revenue enters the system.



Stage 2: Critical Failure

The payment reaches authorization but doesn't survive it. Avoidable declines, poor routing, ineffective retries and single PSP dependency stop revenue at the point of collection.



Stage 3: Internal Bleeding

The transaction appears complete. Revenue continues leaking through reconciliation gaps, recurring payment failures, delayed settlements and chargeback losses long after checkout.

Vital Signs

Revenue Vital Signs

Monitor the indicators that reveal whether your payment ecosystem is healthy or in critical condition.

92%

Customer Retention

Gets impacted by payment success rates.
(Source: [Datos Insights](#))

Consequence

One payment failure can become permanent customer loss.

5×

Cost of Delay

Retaining customers remains significantly more profitable than replacing them.
(Source: [CX AI](#))

Consequence

Every preventable payment failure increases acquisition costs.

95%

Profits Boosted

By improving retention as much as 5%
(Source: [Bain](#))

Consequence

Every preventable payment failure increases acquisition costs.

The Emergency Kit

Inside the Emergency Kit

Everything needed to diagnose, contain and stop revenue leakage before it becomes a business-wide emergency.



Revenue MRI

Scan the 13 hidden leak points across the payment lifecycle.



Clinical Case Files

Real enterprise recoveries with measurable business outcomes.



Emergency Response Protocol

Know exactly which leaks require immediate intervention.



Treatment Matrix

Match every payment failure to the right orchestration capability.



Who Feels The Impact Most?



Chief Digital Officer

The shiny dashboard cannot explain the revenue dip.



Chief Financial Officer

Should address shrinking margins as payment costs continue rising.



Chief Product Officer

Payment friction is disrupting the product experience, reducing conversions, repeat usage, and customer lifetime value.



Head of Payments

Authorization rates fluctuate and every PSP blames someone else.



CTO / VP Engineering

Must improve payment performance without rebuilding everything.

Expert Take: Lessons From Modern Payments

Revenue leakage is rarely caused by one catastrophic event. It's usually the cumulative effect of small payment failures that remain undiagnosed until the business feels the impact.

Rajesh Fondekar

Head Product Management Group, Digital Financial Services, Comviva



Get Your Revenue Recovery In 3 Steps:

Diagnose – Meet A Payment Expert For A Comprehensive Payment Health Check.

Detect – Identify Hidden Inefficiencies And Optimization Opportunities.

Deliver – Turn Payment Improvements Into Measurable Revenue Growth.

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