



FOR IMMEDIATE RELEASE

Leap Payments Announces “Back to Basics” Support

Leading merchant service provider now offers every client a single point of contact for sales, service and support.

Agoura Hills, California (PR WEB) September 14, 2010 – Top **merchant account processing** provider Leap Payments announced today it will be offering all merchants dedicated account managers, who will be their single point of contact from the initial sale and continue to provide support for any question or issue in the future – an unparalleled level of service in the credit card processing industry.

“We’ve found that businesses are fed up with their current credit card processor with support reps in foreign lands, victimized by endless telephone trees to find a qualified representative and monthly statements that they can’t understand,” said Will Detterman, CEO of Leap Payments. “Leap Payments wants to make it easy for business to **accept credit cards online**, in-store or at remote locations, which is why we are returning to old-fashioned client support with dedicated account managers in the U.S. who not only open the account but continue to support their clients with any request for the life of the account.”

Bucking the trend of employing a highly-specialized workforce which can only handle certain parts of a client’s workload, Leap Payments is taking the opposite path and has cross-trained each employee to handle any client inquiry or support request. Leap Payments’ employees have an average of seven years experience in the credit card processing industry, giving each account manager the knowledge to go the extra mile for their clients. In addition, each account manager will also gladly share their cell phone number with clients, so they’re available whenever needed.

In tests with new and existing commercial and **retail merchant account** clients, Leap Payments experienced dramatically higher levels of client satisfaction and zero percent attrition when the account manager was also the support manager handling every request for the client. Cross-training every account manager to handle new accounts, account changes, hardware troubleshooting, software support and detailed explanation of rates and fees creates a faster response to client inquiries and higher satisfaction. Account managers also have access to specialists as needed, but will remain with a client until every question is answered. These results led Leap Payments to launch this higher level of old-fashioned service to all clients.

“Clients tell us that other credit card processors don’t return phone calls, blindly re-direct them to foreign call centers, and hand them off from one department to the next to address simple requests,” said Ari Gharib, Leap Payment’s Director of Client Acquisition and Support. “We’ve decided that going

back to basics is a better way to support our clients and providing access to industry experts who are here today and available tomorrow is critical to our client's satisfaction and our success."

Along with back to basics support, each client receives:

- Simplified account statements
- Fully disclosed fees
- No gimmicks, freebies or "chances to win" trips or incentives
- Cell phone number for your account manager, so clients are only a single phone call away
- Simply better payment processing with industry leading uptime and faster funding

In addition, 100% of Leap Payments current clients are PCI (Payment Card Industry) compliant so their payments are secure and their business is not at risk. While other companies rarely disclose their PCI compliance statistics, it's estimated that the **credit card payment processing** industry average of PCI compliance is less than 60%.

According to Detterman, "This service approach comes with higher costs but our clients have graduated from the average credit card processor and deserve better service at a highly competitive cost."

About Leap Payments: Founded by industry veterans to help businesses lower their costs, Leap Payments offers a full suite of cost-effective payment solutions tailored to specific business and industry needs. Payment solutions include point-of-sale solutions, Internet and phone payments, credit card machines/terminals, gift cards, mobile commerce and much more. To learn more, please visit www.leappayments.com.

Contact:

Shannon Salamon

Leap Payments

shannon@leappayments.com

800-993-6300

www.leappayments.com