TRANSFORMING MANUAL BILLING WITH STRATEGIC AUTOMATION

FINTECH CASE STUDY

Near Partner x blink payment

Keywords: billing automation; Salesforce integration; Elavon integration; payment processing; subscription management; invoice automation; merchant account automation; financial operations; fintech; CRM integration; process automation; scalability

OVERVIEW

Blink Payment, a leading financial services provider, was facing one of the most common frustrations of high-growth businesses: outdated manual billing processes that couldn't keep up with their expanding operations.

CHALLENGE

Blink Payment operates in a high-stakes environment, providing SMEs with fast, secure, and reliable payment processing. Yet, internally, their billing operations still entirely on manual processes. **Customer data was scattered across spreadsheets**, making it nearly impossible to maintain accuracy at scale. Human errors were bound to happen, **resulting in billing discrepancies and delayed payments**.

As the company grew, so did the complexity of its financial operations. The finance team was overwhelming in administrative work, **struggling to keep up with increasing transaction volumes**. Clients grew frustrated with delayed invoices. Cash flow suffered. Operational costs surged. Blink Payment needed a custom billing solution capable of sustaining high speed growth – fast.

IMPACT

+70 user

Integration Elavon and Blink

GET IN TOUCH

THE SOLUTION

We designed and implemented a Salesforce-Elavon integration that transformed how they managed payments and subscriptions.

Here's how it happened:

1. Seamless account and merchant account creation – Instead of manually setting up merchant accounts, the new system automated the process, directly registering accounts in the Elavon database.

1. Subscription management tied to Salesforce – All subscriptions were mapped to Salesforce contracts, ensuring accurate billing and a unified source of truth.

1. Automated invoice retrieval – Invoices generated within Elavon were automatically pulled into Salesforce, eliminating the need for manual reconciliation and tracking.

The first step was rigorous system development and testing. The Salesforce-Elavon integration was put through its paces, running every possible scenario to ensure it could handle Blink's real-world demands.

Edge cases were stress-tested, security protocols were reinforced and fail-safes were built in to prevent unexpected disruptions.

Meanwhile, Blink's finance team got hands-on training, ensuring they were fully equipped to wield their new, powerful system.

Once the system went live, real-time performance monitoring allowed for immediate troubleshooting and further refinements.

WHY NEAR PARTNER

This game-changing integration has transformed the way customers engage with these channels, for example with Whatsapp. Now, instead of waiting for human assistance, Blink Payment customers are greeted by our intelligent bot, which is equipped to handle the most common queries customers typically have.