

CASE STUDY



About the Client:

Memberplanet is a cloud-based membership management platform that makes it easy for organizations of any size to communicate with its members, plan and launch events, and process dues, donations and payments. *Memberplanet* empowers single and multi-level organization leaders with the kind of tools needed to effectively manage groups and engage members from the convenience of one integrated platform. The company was founded following the success of its sister company, *GreekBill*. Launched in 1996, *GreekBill* provides web-based billing and financial management services catered exclusively to local and national fraternity and sorority chapters.

Chris Rhode

Chris is the Chief Operating Officer at *memberplanet* and *GreekBill*. He started his journey with *memberplanet* in 2013 as an early investor and advisor before joining full-time as COO in 2015. His payments career started in 1996 when he joined Mastercard International as an intern. He rotated through a number of business units before leaving to pursue his MBA at Columbia Business School. Following business school he leveraged his payments experience as an equity analyst for Prudential Securities covering the specialty finance industry.

Challenge/Problem/Situation:

Based on its experience launching and operating *GreekBill*, the leaders of *memberplanet* knew that offering payments could be a key differentiator. Not only did they want to offer a seamless payment experience to their customers, they fully understood the value of capturing per transaction revenue as a Payment Facilitator, rather than syphoning that revenue off to a third-party processor. As a result, operating as a Payment Facilitator became an important component of the *memberplanet* business model. Given the challenges of navigating card brand rules and interpreting federal and local money transmitter regulations, along with shouldering the responsibility for managing risk, compliance and sub-merchant underwriting, *memberplanet* knew it was critical to have all the right industry-leading tools in place to launch as a Payment Facilitator.

Solution:

Memberplanet selected **Rich Consulting** and **Double Diamond Group** for their unparalleled expertise in working with companies to launch Payment Facilitator businesses. According to *memberplanet* Chief Operating Officer Chris Rhode, "Very few people have the depth and breadth of knowledge and expertise as Todd Ablowitz and Deana Rich."

Rich Consulting and **Double Diamond Group** developed custom policies and procedures for underwriting, fraud and risk management. They also worked closely with the *memberplanet* team to ensure the company adhered to industry best practices as it built its payments business.

"The **Rich Consulting** and **Double Diamond Group** team was able to quickly assess and scope the work we needed and they provided insightful information along with underwriting policies and procedures that help us manage risk and compliance with absolute confidence," added Rhode. "As a result, they became an invaluable part of our team."

Results:

Payment services are a vital feature on *memberplanet's* integrated membership management platform. Collectively, *memberplanet* and its sister company, *GreekBill*, process more than \$170 million in payments annually through more than 2,000 sub-merchants. Quality work, world-class policies and procedures and a reputation for exceptional experience, knowledge and industry relationships, opened the door for an ongoing consulting partnership between **Rich Consulting**, **Double Diamond Group** and *memberplanet*.

Solution Overview:

- *Created Payment Facilitation Program Oversight*
- *Developed Custom Underwriting Policies and Procedures*
- *Established Fraud and Compliance Management Processes*

"When it comes to the Payment Facilitator model, very few people have the depth and breadth of knowledge and expertise as Todd Ablowitz and Deana Rich."

"We didn't get just a one-off consulting engagement with Double Diamond Group and Rich Consulting we now have a long-term business relationship."



For more information, contact:

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