Empower clients with embedded payments solutions

A strategic guide for banks and credit unions

Make embedded payments your competitive edge

Today's business leaders are seeking more than just a source for loans and deposits. They expect their financial institution to deliver real value and help drive customer growth.

By offering embedded payment solutions through a proven technology partner, you provide the seamless, advanced payment tools that empower your business clients to deepen loyalty, differentiate their services and drive growth. Each customer transaction becomes an opportunity for engagement and long-term success.

What are embedded payments?

Embedded payments are payment tools that integrate into traditionally non-financial digital platforms. Financial institutions can adopt third-party embedded payments solutions and provide them as their own product to their business clients.

This white paper explores how forward-thinking financial institutions can bring powerful embedded payments capabilities to their business clients. In doing so, they help them create seamless customer experiences, boost customer loyalty and support growth. By offering the right solution, your institution can stand out as a trusted ally in your clients' ongoing success.

"The financial system of the future won't be built in banks — it'll be embedded in the apps, platforms and services people already use."

- World Economic Forum, April 2025

The business client-FI relationship opportunity

The embedded payments market was valued at $24.7 billion in 2024 and is estimated to grow at a CAGR of 30.3% through 2034 (Global Market Insights, 2024).

Now, 90% of small-to-medium sized businesses (SMBs) in particular say that "embedded finance is critical to their operations" (PYMNTS, 2025). There is a massive opportunity for FIs to offer embedded payments to their business clients as a result.

> **"Many small and medium enterprises (SMEs) are now accustomed to using payments integrated directly into their SaaS platforms."**
>
> **– Boston Consulting Group,** September 2025

The evolving expectations of your clients' customers

The growth of embedded payments is driven in part by changing customer expectations: 71% of consumers now expect personalized interactions, and 76% become frustrated when businesses don't deliver these experiences (McKinsey, 2025). A 2024 study identified that "influencing factors such as perceived ease of use, perceived enjoyment, integrated promotions, integrated customer service and integrated transactions [shape] positive omnichannel experiences" for customers as well (Heliyon, 2024).

$24.7b

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30%

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Embedded payments are not only transactional, they are relational

Business clients value financial institutions that offer more than traditional banking. They choose partners who enable them to reach more customers and build lasting loyalty, particularly through innovative payment solutions.

The cost of fragmented payment experiences

The Federal Reserve's 2024 report found that most small businesses face payments-related challenges, often due to delays or processing fees (FED Small Business, 2024). These challenges directly impact those companies' customer relationships.

For B2B companies, the challenges are even more complex. Manual invoicing processes that take a week or more versus automated processes that require only a few days can delay service delivery and create friction that can damage customer relationships.

Turning transactions into advantages

Comprehensive embedded payment solutions enable every customer interaction to drive engagement and create new revenue opportunities. With frictionless payments, your institution empowers business clients to build stronger connections and accelerate business growth.

Consider a hypothetical wholesale distributor serving independent retailers across multiple states. By implementing embedded payment and invoicing solutions, they could reduce customer payment processing time while enabling buyers to access flexible payment terms at checkout. The result: stronger retailer relationships, improved cash flow for both parties and an increase in repeat order frequency.

Embedded payment solutions in practice

Payments as a seamless experience

Embedded payments eliminate friction by integrating payment processing into business operations, making transactions feel natural within the customer journey rather than requiring separate steps or external systems. This “built-in, not bolted-on” approach eliminates friction points that traditionally cause customer frustration.

Core components of effected embedded payments systems include:

Omnichannel integration

Accepting payments across all customer touchpoints, including in store, online, mobile apps, social media and email.

Automated business process integration

Connecting payments to inventory, customer relationship management and accounting systems.

Real-time data and analytics

Providing insights that enable personalized customer experiences.

Flexible payment options

Support credit cards, digital wallets, contactless payments and emerging payment methods.

Case study

Online merchant transforms cash flow management with platform integration

A small online retail business found that managing business finances separately from their ecommerce platform created confusion and operational inefficiencies. Two in five merchants were using personal bank accounts for business transactions, making it difficult to measure their store's financial health and make informed decisions about inventory purchases or growth investments.

By partnering with their financial institution to integrate embedded payment and banking capabilities directly into their platform, **the business transformed operations across three dimensions:**

Operational visibility

Separating business and personal finances through an integrated checkout eliminated confusion and provided clear visibility into cash flows, sales trends and revenue forecasts.

Financial agility

Access to integrated working capital solutions enabled the owner to make timely purchasing decisions, ordering optimal inventory for upcoming events based on actual sales data rather than guesswork.

Cost efficiency

Eliminating multiple external payment processors while gaining instant payout capabilities improved cash flow and reduced administrative overhead by consolidating all financial operations within their existing business platform.

(Paraphrased from: Harvard Kennedy School, 2025)

Business client benefits: Building stronger customer relationships

Your business clients measure success by customer loyalty, repeat purchases and positive word of mouth. Embedded payment solutions turn everyday transactions into standout moments, making every interaction faster, easier and more rewarding for customers.

Enhanced customer experience through convenience

Embedded payment solutions eliminate the frustration customers experience when redirected to external payment pages or forced to re-enter information. By keeping the entire transaction within familiar interfaces, businesses create smoother experiences that build trust and encourage repeat purchases.

Improved cash flow and operational efficiency

Automated accounts payable and receivable systems help your business clients get paid faster while reducing manual work. Businesses report that customers paying electronically are more likely to pay early; payments are often processed faster with electronic invoices.

Personalization and customer intelligence

Most consumers now expect personalized interactions and may even become frustrated when businesses don’t deliver those experiences. Integrated payment systems provide businesses with comprehensive customer data, enabling them to offer personalized recommendations and targeted promotions.

Customer loyalty and retention programs

Modern embedded payment systems integrate seamlessly with loyalty programs, allowing customers to automatically earn and redeem rewards during checkout without additional steps. This integration can increase repeat purchases.

Value-added services for business client success

Advanced analytics and business intelligence

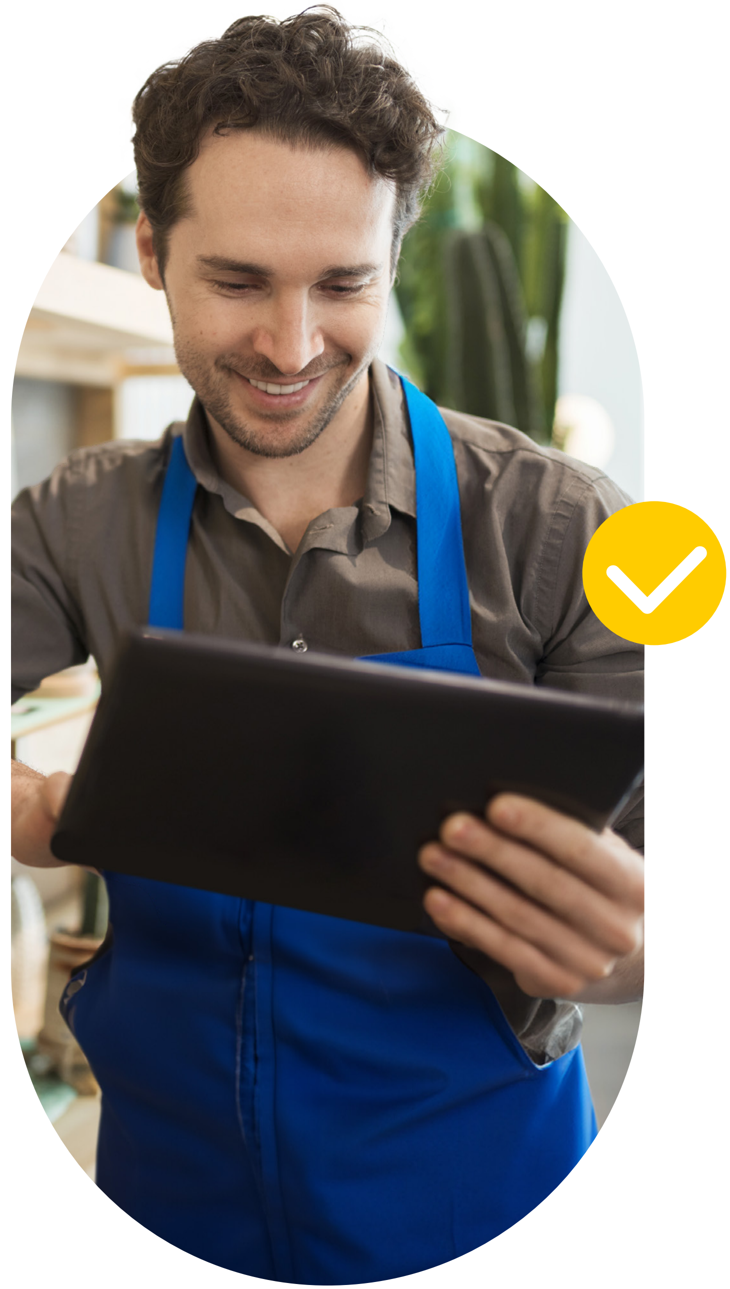
Payment data provides invaluable insights into customer behavior, seasonal trends and purchasing patterns. Your business clients can use this intelligence to optimize inventory, plan marketing campaigns and make data-driven decisions that improve profitability.

Marketing and customer engagement tools

Comprehensive payment platforms include features like customizable gift cards, email marketing integration and social media campaign tools. These capabilities help businesses attract new customers while strengthening relationships with existing ones.

Security and compliance support

Payment security directly impacts customer trust. By providing PCI-compliant solutions with advanced fraud protection, financial institutions help their business clients maintain customer confidence while avoiding costly security breaches.



Industry-specific solutions

Different business types have unique payment needs. For example:

- **Restaurants** benefit from table-side ordering integration
- **Retail stores** need inventory synchronization
- **Service businesses** need appointment scheduling with payment processing

Tailored solutions help businesses serve customers more effectively, and even help them acquire new ones. For example, embedded "order ahead" solutions help restaurants meet a unique customer need beyond those of their frequent on-premise diners.

In B2B industries like wholesale distribution and manufacturing, embedded payment solutions address unique challenges including net payment terms, purchase order management and multi-location billing. Suppliers can offer buyers instant credit decisions, automated invoice reconciliation and consolidated billing across multiple delivery locations, strengthening partnerships while reducing administrative overhead.

Partnership models for financial institution success

Flexible partnership models empower your institution to deliver the right embedded payment solutions to meet any business need. They can help maximize revenue, simplify operations and support your clients' brands during customer interactions.

Agent bank programs: leading customer relationships

In this model, financial institutions take the lead in selling payment solutions while the technology partner handles backend operations including underwriting, risk management and technical support. This approach allows banks to strengthen client relationships directly while earning transaction-based revenue.

Referral bank programs: streamlined revenue generation

For institutions that prefer lower operational complexity, referral programs offer revenue-sharing opportunities while allowing the financial institution to focus on core banking services. Businesses receive advanced payment solutions while the institution earns ongoing revenue from successful referrals.

Payment capabilities: brand-enhancing solutions

These approaches maintain financial institutions' brand visibility throughout the customer experience while delivering sophisticated payment capabilities. Marketing support helps position institutions as the source of innovative business solutions.

Implementation strategy and best practices

Implementation succeeds when you focus on real outcomes, such as solving client pain points and advancing their goals. Lead with solutions and benefits, not just features, and ensure your team is ready to move quickly to meet new market challenges.

Identify the right opportunities for your business clients

Start by focusing on businesses that process significant transaction volumes, serve customers across multiple channels or express frustration with current payment limitations. Industries with high customer interaction frequency such as restaurants, retail and professional services often see the greatest benefit.

Use the right positioning and communication

Frame embedded payment solutions as customer relationship enhancement tools rather than technical upgrades. Emphasize benefits like increased customer satisfaction, improved loyalty and business growth rather than focusing primarily on processing features.

Offer training and support infrastructure

Success depends on staff understanding both the technology and its business impact on member customers. Training should emphasize how payment solutions solve real business problems and create competitive advantages.

Measure success and ROI

Track metrics that matter to business clients, like customer satisfaction scores, repeat purchase rates, average transaction values and customer acquisition costs. These measurements demonstrate value beyond simple transaction processing.

Addressing challenges among your business clients

Your business clients face daily operational challenges that directly impact their customer relationships and profitability. Embedded payment solutions address these pain points in practical, measurable ways. By understanding these challenges from your clients' perspective, you can position payment capabilities as problem-solving tools rather than technical add-ons.

Cash flow management

Embedded payment solutions with faster settlement times help businesses maintain healthy cash flow. Electronic payments process more quickly than checks, and automated invoicing reduces the time between service delivery and payment collection.

Customer payment preferences

Modern consumers expect multiple payment options. Businesses that don't offer preferred payment methods risk losing sales. Consumers prefer shopping where their payment preferences are accepted. Comprehensive payment solutions ensure your business clients never turn away customers due to payment limitations.

Operational complexity

Manual payment processes consume significant time and create error opportunities. Automated systems reduce administrative burden while improving accuracy, allowing business owners to focus on customer service and growth rather than payment processing complications.

Competition and market differentiation

Payment experience has become a competitive differentiator. Businesses offering seamless, integrated payment experiences stand out from competitors still using fragmented systems or limited payment options.

Revenue and relationship benefits for financial institutions

Embedded payment partnerships create a powerful alignment of interests: as your business clients succeed and grow, your institution benefits proportionally. This transforms the traditional FI-client dynamic from a transactional service relationship to strategic partnership, generating multiple forms of value for your institution.

Transaction-based revenue growth

Partnership arrangements provide ongoing revenue from the successful customer relationships your business clients can build. As those businesses grow and process more transactions, your FI benefits from increased transaction volume.

Deeper member relationships

By solving real business problems, you position your FI as a strategic partner rather than commodity service providers. This deeper relationship reduces member attrition and increases cross-selling opportunities for other financial services.

Competitive differentiation in the market

Offering sophisticated payment solutions, such as enterprise-level capabilities, helps smaller FIs compete with larger ones.

Market expansion opportunities

Success with payment solutions often leads to opportunities in related areas such as lending, cash management and other business financial services, creating multiple revenue streams from strengthened relationships.

Making embedded payments a cross-institution growth driver

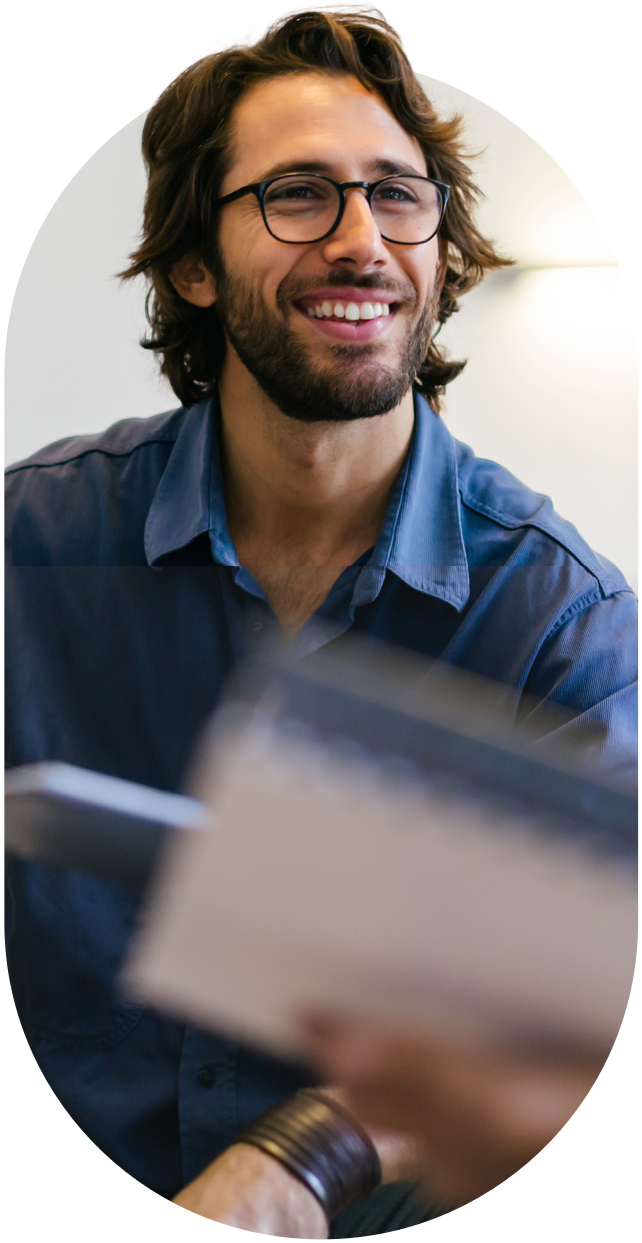
Business clients come in all sizes, operate across diverse industry verticals and have unique payment needs. Whether its retail banking, treasury services, business banking, lending or relationship management, each of your departments has business clients that can benefit from advanced payment capabilities.

Embedded payment solutions represent a growth opportunity that spans these departments, strengthening every client-facing function. When these teams work in coordination, your institution can deliver a full suite of financial tools that strengthen client operations and deepen relationships.

Collaboration across business lines

By tailoring embedded payment solutions to fit the specific requirements of each client segment, your institution demonstrates its commitment to being more than a bank. Consider how the opportunities within each department can help you become a strategic enabler of growth:

- **Retail banking** serves as the frontline for small business owners seeking straightforward, accessible payment solutions that help them compete locally and digitally. Staff in this area can identify entrepreneurs and sole proprietors who would benefit.
- **Business banking and relationship management teams** can provide more sophisticated, industry-specific solutions for established SMBs and mid-market companies that need them. Features like B2B payment automation and advanced analytics help you introduce embedded payments as part of more comprehensive banking relationships.
- **Treasury services** engage commercial clients that need complex cash management, multi-location billing and accounts payable and receivable automation. Embedded payment solutions offer these clients operational efficiency and improved cash flow visibility.
- **Lending teams** can leverage payment data and transaction insights to better understand client performance, assess creditworthiness and identify cross-sell opportunities for working capital or expansion financing. When a business client processes payments through your institution, you gain real-time visibility into their financial health — strengthening lending decisions and deepening trust.



Leadership engagement drives success

Top-down buy-in and advocacy are essential. When your leadership champions embedded payments as a strategic priority, teams across the institution can begin to participate, collaborate and cross-sell.

Embedded payments represent a growth strategy that benefits the entire institution. Leaders should communicate the vision clearly: embedded payments help business clients succeed, which in turn drives deposit growth, loan origination, non-interest income and long-term client retention. In this way, leadership can motivate teams to work together, share insights and focus on outcomes that benefit both clients and the institution.

A unified approach to growth

By breaking down silos and fostering cross-departmental collaboration, your institution positions embedded payments as a cornerstone of client value. This unified approach ensures that every business client, regardless of size or industry, receives payment solutions tailored to their needs. Every department can embrace its new role, helping your institution unlock new revenue streams, strengthen relationships and build lasting competitive value.

Conclusion: the strategic imperative

Financial institutions that embrace embedded payment strategies position themselves as true partners in the growth of their business clients.

By offering payment solutions that deepen customer relationships, streamline operations and accelerate revenue, banks and credit unions can differentiate from competitors and secure new, sustainable revenue streams. Success hinges on viewing payments as a powerful tool for helping business clients realize lasting success.

With Global Payments at your side, you're already on it

We equip your institution with enterprise-grade technology, deep industry expertise and dedicated support, helping you deliver seamless payment experiences that fuel customer loyalty and new revenue. Connect with our FI experts today to see how we can help both you and your business clients grow.

Thank you

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