



# The **REPAY** Formula: Trust, Teamwork, and Empowerment

Deep-seated respect for employees and customers—and an innovative mindset—has fueled a growth spurt that shows no signs of slowing down.



**LEADERSHIP AND CHEMISTRY.** Those are key elements that help put a company on the 2017 *Fortune* 50 Best Small Workplaces list.

REPAY, an electronic payment processing

company based in Atlanta, is evidence of those attributes. In a competitive field, its tight-knit team of 71 employees has turned the firm into a juggernaut since its founding just over a decade ago. For seven straight years, REPAY, currently processing for more than 10,000 merchant locations across all product lines, has been nationally recognized as one of the fastest-growing U.S. companies.

It's no coincidence REPAY boasts employee survey results that other com-



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CEO, REPAY

panies only dream about: Ninety-eight percent say management is honest and ethical, and 97% say management has clear goals. Stats like this speak to the staff's deep sense of empowerment—to their confidence that they can truly make a difference to the company.

“Those numbers reflect the fact that we support one another with a long-term mindset and approach to business,” says REPAY CEO John Morris. “The secret to our success is our teamwork and the talent, work ethic, and professional expertise of our team.”

He says the sense of trust and respect the company cultivates is paid forward to customers, too.

“In today's world, with technology and voicemail, people are handed off many times. That can be frustrating,” he says.

“But everyone here recognizes that we don't have a customer without a happy customer. We don't have revenue without a customer. Our customers are number one. We expect our team members to help our customers overcome their challenges, answer their questions, promptly return phone calls and emails, and give them the highest level of experience.”

To deliver that level of service, says Morris, the company must be innovative to stay ahead. That's why REPAY holds regular innovation days to bring great ideas to the surface. In one instance, the tech team asked for dedicated time to develop enhanced features for a mobile app. It pulled off the improvement in one day flat.

“Our ability to be nimble and move in the marketplace has a lot to do with our employees' ability to make good decisions—and make those decisions fast,” says Morris. “That's what differentiates us, and our success proves it.” ■