



CASE STUDY

Enhancing Service Quality And Delivering Operational Excellence For A Fintech Company



The client achieved smoother interactions and quicker issue resolution with the right team, driving better outcomes.

The team exceeded all key performance indicators, aligned with the client's operational goals, and provided outstanding service quality.

AT A GLANCE

INDUSTRY

Fintech

THE CLIENT

The client is a leading fintech company providing on-demand pay solutions that let employees access their earned wages before payday, giving them more financial flexibility.

CHALLENGE

The client faced rising demands for seamless, high-quality support and sought a new partner to scale operations to maintain service consistency, and improve back-office management without straining internal resources.

SOLUTION

We implemented a comprehensive support solution with Voice, Chat, and Email channels, maintained a flexible 24/7 operation, recruited agents with BFSI experience,

RESULTS

- Improved customer resolution rate
- Exceeded delivery target
- Reduced AHT

Fintech companies are grappling with rising customer expectations as consumers demand seamless, instant, personalized financial services. Users now expect 24/7 support, immediate transaction processing, and intuitive, user-friendly interfaces while maintaining the highest level of security and privacy.

Meeting these demands puts pressure on Fintech companies to deliver flawless customer experiences, especially in a landscape where downtime or service disruption can erode trust. Additionally, consumers expect highly personalized services tailored to their financial needs, which requires advanced data analytics and AI-driven insights. Balancing these expectations with compliance, security, and operational efficiency is a significant challenge, prompting many to seek outsourcing solutions to scale support, enhance personalization, and maintain service quality without overwhelming internal resources.

The client is a leading fintech company that provides on-demand pay solutions. These solutions let employees access their earned wages before payday, giving them more financial flexibility.

INCONSISTENT SERVICE QUALITY AND SEASONAL SCALABILITY CHALLENGES

With growing demands for seamless, personalized interactions, the client sought a partner to expand their support capabilities without overburdening internal teams. They needed a reliable, high-quality solution that could adapt to their fast-paced industry, uphold strict compliance standards, and leverage data and AI to keep service efficient and personalized.

Dissatisfied with their previous partner's inability to manage back-office operations and diverse administrative functions independently, the client struggled to maintain consistent service quality and meet demand during peak hours. Recognizing the need for a streamlined, hands-off management approach, they sought a new partner with the expertise, efficiency, and reliability to elevate service quality and drive operational effectiveness.

RESILIENT. FRICTIONLESS. RELEVANT.

ELEVATING SERVICE WITH 24/7 SUPPORT AND SPECIALIZED EXPERTISE

We implemented a comprehensive support solution encompassing Voice, Chat, and Email channels to address the client's need for improved service efficiency and support quality. Our flexible, 24/7 operation model was designed to adapt to varying volumes and peak periods, ensuring that clients always received consistent and reliable support.

One significant challenge was recruiting agents with a bachelor's degree in BFSI (Banking, Financial Services, and Insurance) and experience in customer service or contact centers. To overcome this, we amended the Minimum Service Requirements (MSR) in collaboration with the client, enabling us to hire agents with strong contact center backgrounds, particularly in BFSI (Banking, Financial Services, and Insurance) areas, which facilitated an accelerated ramp-up while meeting specific expertise needs.

We also focused on enhancing communication quality by leveraging our team's fluent and neutral English, facilitating smoother interactions between clients and agents across all English-speaking countries.

To further improve service efficiency and quality, we incorporated advanced technology solutions.

Advanced Technology Solutions

- Implemented a digitized knowledge base with a powerful search function to streamline access to information and improve response accuracy
- An AI-based quality audit mechanism continuously refined service quality, ensuring consistent performance and adherence to standards.

Performance Measurement

- Evaluated success through key performance indicators (KPIs), including Quality, Customer Satisfaction (CSAT), Average Handling Time (AHT), interval-wise adherence, and Average Speed of Answer (ASA)
- Ensured that all KPIs were met or exceeded to align with the client's operational goals and expectations

DRIVING SERVICE EXCELLENCE THROUGH INNOVATIVE SUPPORT SOLUTIONS

Our solution delivered measurable improvements for the client, including reduced AHT, faster ticket resolution, and increased CSAT. By establishing a flexible 24/7 support model across Voice, Chat, and Email, we provided consistent, on-demand assistance to customers whenever needed.

Customer satisfaction (CSAT) improved notably reflecting enhanced service quality. Delivery rates also demonstrated exceptional performance, significantly exceeding the 100% target throughout the engagement.

These initiatives significantly boosted productivity and service quality, strengthening customer loyalty—exactly the results that the client sought.

Consistent Results that Drive Success

75%

Enhanced customer resolution rate on first contact

136%

Exceeded delivery target

90%

Adherence to Schedule (ADH)

AHT

Reduced AHT

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