



CASE STUDY

Salesforce Agent Live Chat Implementation for Large Remittance House

Client Overview

The client is one of the world's largest money transfer companies with 500,000+ Agent locations in more than 200 countries, facilitating movement of over \$400B annually.

The Challenge

The client expected quicker turnaround from customer service organization, given the expectations from anxious end consumers. Existing solutions include offline emails or phone calls to pass on the feedback to customer service representatives. Representatives needed faster access to history of issues and complaints for effective and quick resolution, with minimum system changes, which was not easily available then.



The Solution

Opus applied its 2 decade-strong engagement principles to work with respective business units to understand the exact needs. The fastest solution was to build a Live Chat with registered users to connect agents and customers with Customer Service Representatives.

The solution catered to multiple regions, countries and languages, improving customer experience and reducing the wait time. Quality of service was recorded as-is and converted into structured data for future references.

Benefits Delivered



Improved customer convenience, experience and loyalty



Easy reporting and analytics yielding better insights



Reduced issue & query resolution time



Improved & efficient customer problems discovery Automatic chat routing for more complex problems



Configurable multi lingual support



Quick chat transfer between representatives



Easily configurable by administrators as per norms applicable in new regions and countries



Ability to transfer and recommend most suitable representative as per relevant expertise