# PAYFIRMA PROVIDES FASTER CUSTOMER SUPPORT

## CASE STUDY



## SUPPORTBENCH

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## ABOUT PAYFIRMA

Payfirma is a payment processing company in the burgeoning finance space and vibrant Vancouver tech community – in the industry colloquially known as Fintech. Payfirma helps people start businesses, grow businesses, and build great companies.

With a modest support team of four and a monthly caseload that ranges from 800 to 1,000, Payfirma needed a support solution that would give them the tools to efficiently and quickly support almost 10,000 customers in Canada and the U.S.
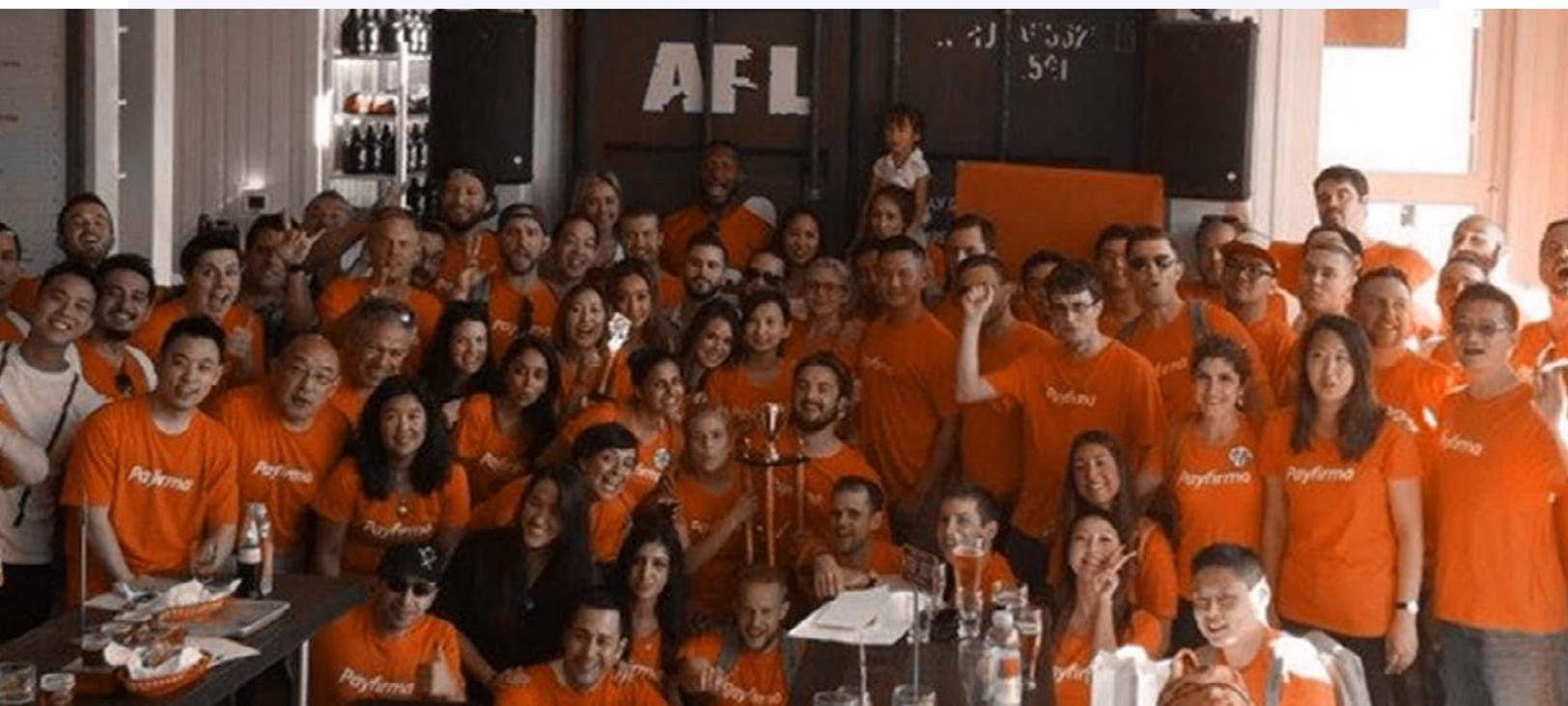
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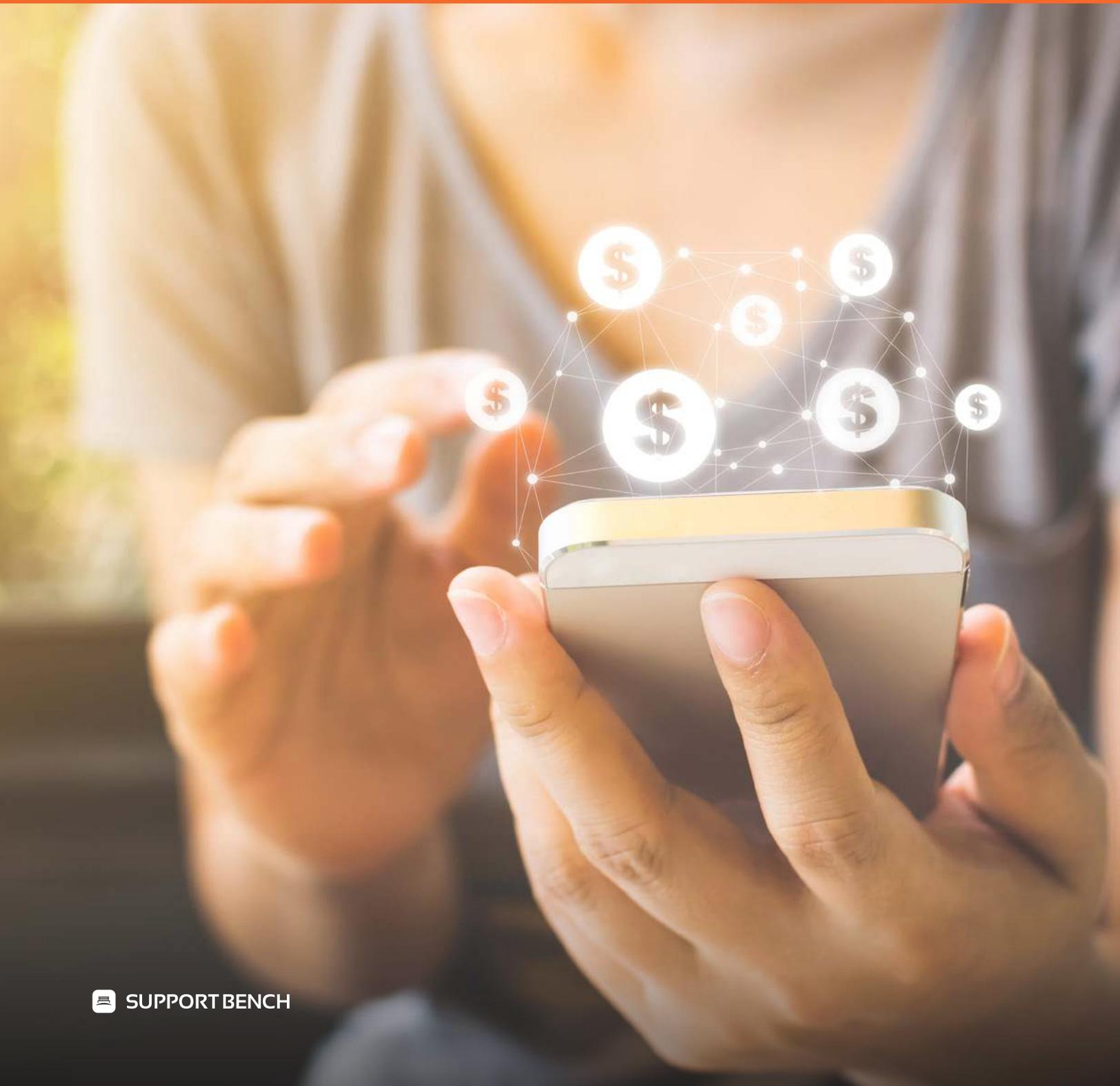
# NO VISIBILITY

The crux of Payfirma's problem was that the team had no visibility into what to action next, which made it difficult to follow up with customers, close cases, and prioritize high-touch accounts. The lack of prioritization was a major issue as Payfirma has many financial institution partnerships which require them to meet certain SLAs for their mutual customers.

With no insight into an efficient workflow, follow-ups were missed, and cases were left open for far too long – all of which boils down to lengthy waits for customers. And in an industry as complex as payment processing, fast service was crucial. "We support many new businesses who have never navigated around the payments world," says Kevin Byers, Director of Operations at Payfirma. "We needed to focus on giving world-class support in a quick manner, so our customers can focus on growing their business."

Payfirma already had a support solution in place: a hybrid of regular Salesforce cases and some Support Cloud features, a system that did not give them the workflow they needed. Not only did the solution fail to meet the team's needs, "further development of our Service Cloud implementation was hindered by the complexity and effort required to get it looking and working as seamlessly as they advertised," explains Kevin.

"

*We wanted our support solution to work for us, so we could offer answers faster to our customers."*

**Kevin Byers**
**Director of Operations, Payfirma**

# A SUPPORT WISHLIST

So in order for the team to resolve customer issues faster, they needed a support solution that:

✓ **Informs their workflow, highlighting which open cases need immediate action.**

✓ **Accepts multiple types of customer communication.**

✓ **Shares the caseload amongst agents.**

Through a mutual connection, Supportbench approached Payfirma and wowed the team with an impressive demonstration. The support solution checks off all three items on Payfirma's requirements, and most importantly, solves the team's biggest issue, giving them intelligent workflows with colors and visual representation that make it easy to see what needs to be done next. "It is truly a support-first solution, made by people that know support," adds Kevin.

The team did their due diligence and explored other options in the market, looking at heavyweights like Zendesk and Freshdesk, but ultimately were swayed by Supportbench's fantastic features and great price.

During onboarding, the Supportbench team was there every step of the way, syncing with Payfirma's existing CRM system, resolving any snags that came up, and ensuring the process was as painless as possible. "Supportbench's incredible support is definitely one of the best aspects of their service," says Kevin.

> " *Supportbench's feature set meets or exceeds their competitors, and comes in at a lower price.*
> *They save us over $500 per month.*"

**Kevin Byers**

**Director of Operations, Payfirma**

## HAPPY TEAM, HAPPY CUSTOMERS

The solution works for everyone on the team. As the Director of Operations, Kevin oversees the support team, and Supportbench has made it easier for him to look at a snapshot of how the team is doing at any given time. He uses the Command Centre to get an actionable view of cases and team progress.

Supportbench streamlines agent processes as well. Account Support Rep, Ben, notes that merging and routing cases are now easier. Ben's colleague, Jennifer, loves that she can add screenshots to cases, allowing her to attach relevant information from Payfirma's system, partners, and transactions to a case instead of typing everything, which saves her a ton of time.

Since putting Supportbench into place, the team has seen a decrease in their average resolution time by about half a day. Plus, with push notifications of new cases and real-time case numbers, the team's first response times have improved as well.

And their customers are happier too! "We've had several 'perfect weeks', where all of our customer surveys have come back positive," reveals Kevin.

## ACTIONABLE BUSINESS INSIGHTS

Beyond meeting their immediate needs, Supportbench also gives Payfirma powerful analytics to make informed decisions on what processes to improve next. "We're now able to measure not only how many support requests we're answering but the time and touchpoints it takes to resolve a request, allowing for better workforce management and specialization among our agents," continues Kevin.

## AN EDGE IN THE MARKET

Payment processing is an industry where the pricing is largely controlled by the card brands, and there's little wiggle room to stay competitive in the market. This means that fast and efficient customer support is a key feature to offer. With Supportbench's clear and intuitive solution, Payfirma has been able to help customers faster and keep them happy - staying one step ahead of their competition.
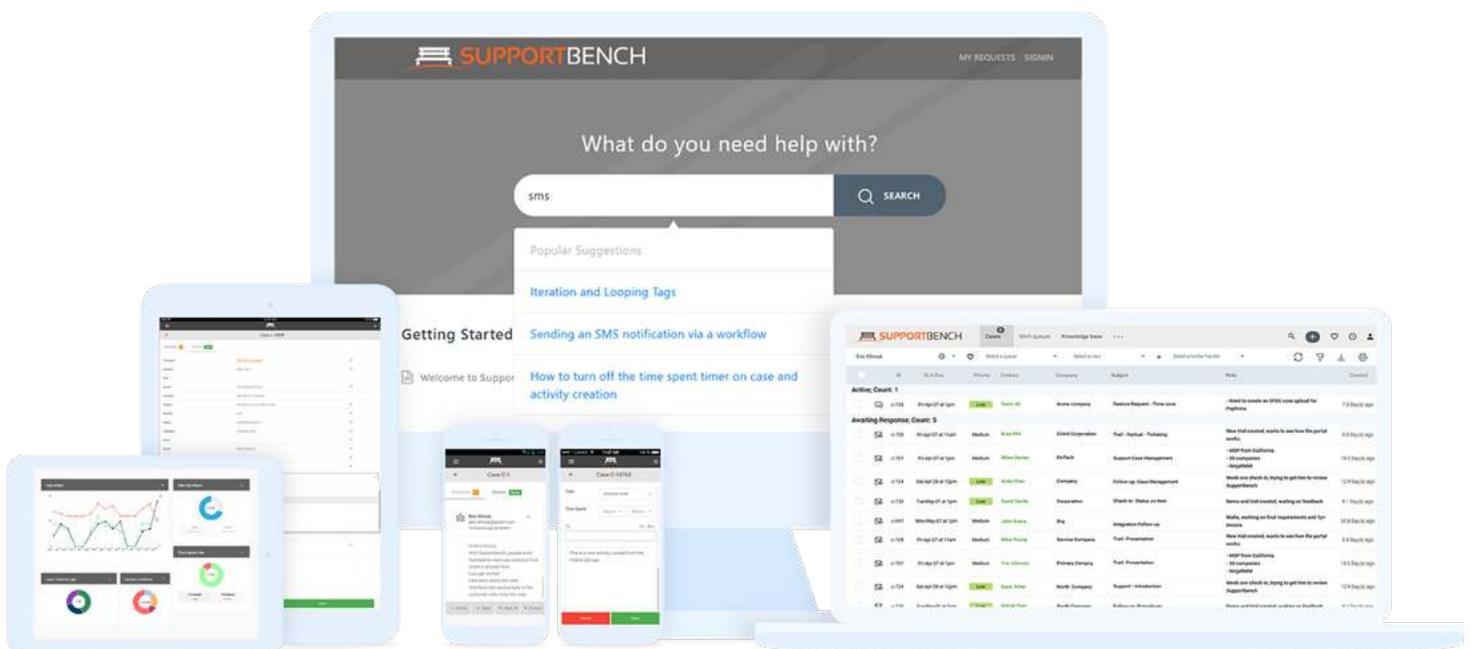
# SUPPORTBENCH

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