



## CASE STUDY

# Leading Global Remittance House: Salesforce Agent Live Chat Implementation

## Client Overview

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

## The Challenge

The customer expected a 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 two 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 and query resolution time
-  Improved and efficient customer problems discovery
-  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
-  Automatic chat routing for more complex problems
-  Configurable multilingual support
-  Improved and efficient customer problems discovery
-  Quick chat transfers between representatives