talkdesk® | PAYSIMPLE®

User Case	Industry	Integration	Key Metric
Customer Service and Sales	Service	Salesforce, Slack	6.5%↓ Call Abandonment Rate

Challenge

PaySimple needed a modern contact center solution that was reliable, easy-to-use, and intelligent with robust reporting and live call monitoring functions to provide more call center metrics to improve efficiency

Solution

PaySimple chose Talkdesk because of its clear return on investment and focus on innovation with an intelligent contact center, intuitive user interface, and easy-to-customize call routing management

Results

With Talkdesk, PaySimple's call abandonment rate dropped from 12% to 5.5% within a few months. PaySimple has experienced efficiency improvements since migrating to Talkdesk, with Salesforce integration, including an average savings of 30 minutes a day per agent, reflected through faster speed to answer times, reduction in hold time, and improved agent handle times

Enabling Growth By Simplifying Customer Payments

PaySimple delivers flexible payment and billing solutions that are preferred by over 17,000 businesses each day. With PaySimple, companies can accept payments anytime, anywhere, enabling them to manage their cashflow to grow their business. PaySimple's customers are primarily small and midsize businesses, including professional services, home repair professionals, medical providers, personal care suppliers and fitness centers. Founded in 2005, PaySimple has evolved its focus on software for payment processing and business management for service-based businesses, offering a one-stop-shop for the service sector.

PaySimple is driven to deliver the best customer experience and when their customers need help, PaySimple needs to respond immediately. PaySimple knows that every minute businesses are not serving their customers, they are losing revenue. Too much time spent on the phone trying to fix a payment problem is lost revenue. PaySimple's previous call center solution, Liveops, was not up to the task, according to Cassie Fish, PaySimple's senior operations manager.

Liveops was outdated, unreliable and not user-friendly, resulting in a poor customer experience, and lost revenue. Furthermore, PaySimple did not have visibility into the key business intelligence metrics it needed to improve call routing and contact center efficiency. The interface was also hard to manage from an administrative side.

"We had a lot of outages and struggled to use it on a daily basis," Fish said. "Reports were slow, tough to customize and not intuitive. Changes or new functions were nil. It became obvious it wasn't going to be updated."
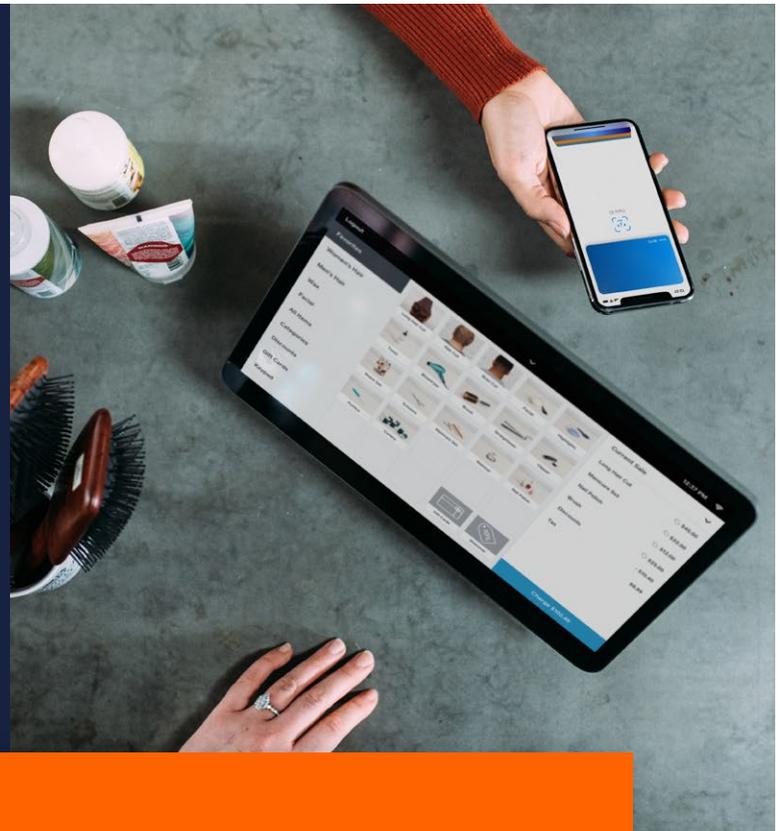
"Talkdesk's integration with Salesforce was a key differentiator for us."

– CASSIE FISH, SENIOR OPERATIONS MANAGER

## New Call Center Solution = Improved Customer Service

PaySimple wanted a modern-day solution to meet the modern-day expectations of businesses operating 24/7 with digital payments and technologies. It wanted its call center to automatically and intelligently route calls to the right agents based on the time of day, skillset and queue status. PaySimple needed continuous uptime and the ability to monitor live calls to improve customer experience with a live dashboard, a VIP line where customers could jump the queue and an easy-to-use, reliable way to transfer calls and conduct conference calls. It also wanted documentation on updates and information on how to build new capabilities. The previous solution enabled screen pops with Salesforce, but little more.

PaySimple explored a handful of contact center solutions and narrowed the field to Talkdesk and NewVoiceMedia, a Vonage Company. PaySimple preferred Talkdesk's user-friendly interface and the company's focus on feature innovation. "The prior system let us make phone calls, but did not improve the software or the product offering beyond that," said Fish.

Talkdesk for Salesforce offers reporting and analytics within the Salesforce environment, providing managers with quick and easy access to data without logging into a new system and waiting for reports. In addition, the ability to log calls and create new cases from voicemails streamlined their contact center processes.

Now, PaySimple can assign cases to its customer care team through Talkdesk, allowing them to have the information readily available in SalesForce to assist customers anytime. "Talkdesk's integration with Salesforce was a key differentiator for us," Fish said.

To further their goal to improve customer service, PaySimple also integrated Talkdesk with Slack and adopted Talkdesk's Queue Callback functionality. With Slack, their customer success team receives notifications for missed calls and customers leaving voicemails. In the past, those were often missed. In addition, PaySimple utilizes Talkdesk's Queue Callback functionality to provide its customers with the support they need without requiring them to wait in a queue. "No one wants to sit on hold," Fish said.
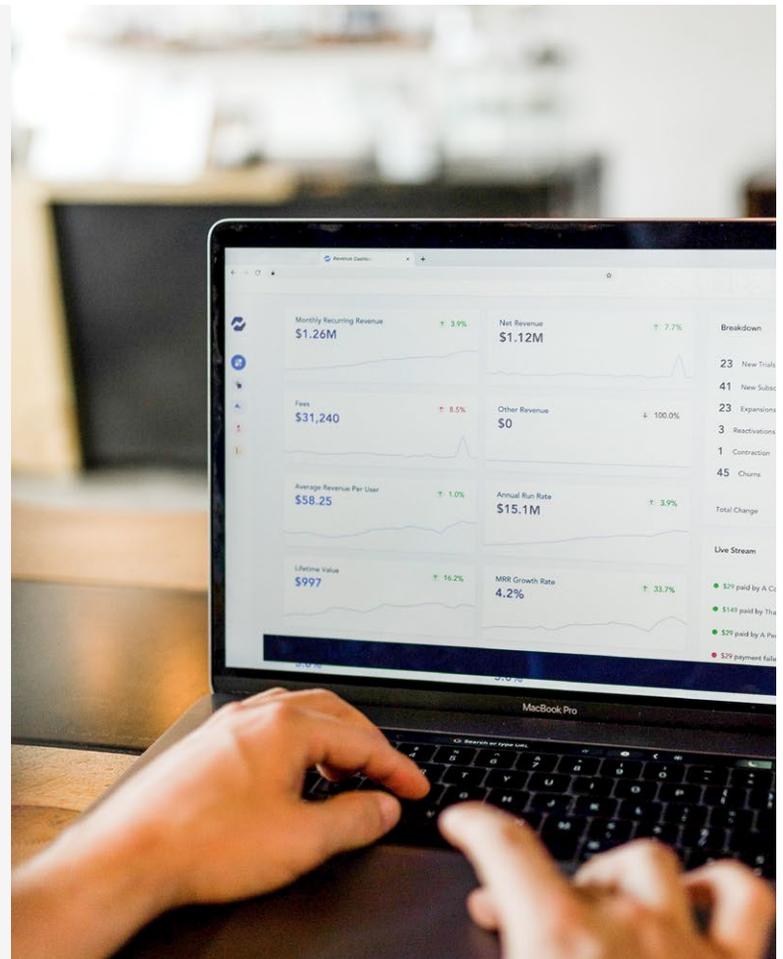
Quick Return on Investment

Within just a few months of switching to Talkdesk, PaySimple's call abandonment rates dropped from 12% to 5.5%. In addition, they saw reduced hold times while its NPS score soared. Agent productivity also improved. Now that call center agents don't have to individually log every call, they save an estimated 30 minutes a day. As a result of improved reporting on metrics, PaySimple has more insight into the customer experience it provides and the day-to-day operations of the call center.

Looking to the Future

PaySimple expects its contact center solution needs to evolve, which is one reason Talkdesk was selected. In the future, PaySimple's plans to provide extended customer service hours and anticipates an increase in remote workers. Being able to scale in those areas will be much easier with the flexibility and features Talkdesk lends PaySimple.

Talkdesk is an innovative cloud contact center platform that empowers companies to continuously improve customer satisfaction. Talkdesk is easy to set up, use and adapt. A "visionary" in Gartner's Contact Center as a Service Magic Quadrant, Talkdesk offers ongoing innovation, superior call quality and instant integration to the most popular business applications. Over 1,800 innovative enterprises around the world, including 2U, Canon, IBM and Trivago rely on Talkdesk to power their customer interactions.

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