CASE STUDY

A growing fintech company was able to reduce customer support hours and increase customer satisfaction with a Bavard chatbot.

The Company

A cutting-edge fintech company that offers a touchless payment technology utilizing a consumer's smart phone. It allows the consumer to pay for everyday purchases on any machine without the need for a business to buy expensive hardware.

Their Challenges & Needs

This growing Fintech company has millions of users in over 300 cities around the country with hundreds of millions of transactions. They needed a way to streamline their customer support as their team would spend a large part of their day answering repetitive questions such as "how do I set up an account," or "how can I add money to my user account?" This left them struggling to keep up with all the inquiries. They wanted to improve their customer satisfaction while personally engaging with customers on more complex issues, but offering self-service options when possible. To address their challenges, the company searched for a smart, AI-powered chatbot that could not only provide 24/7 automated assistance to customers, but offered the opportunity to escalate to a live agent at any time.
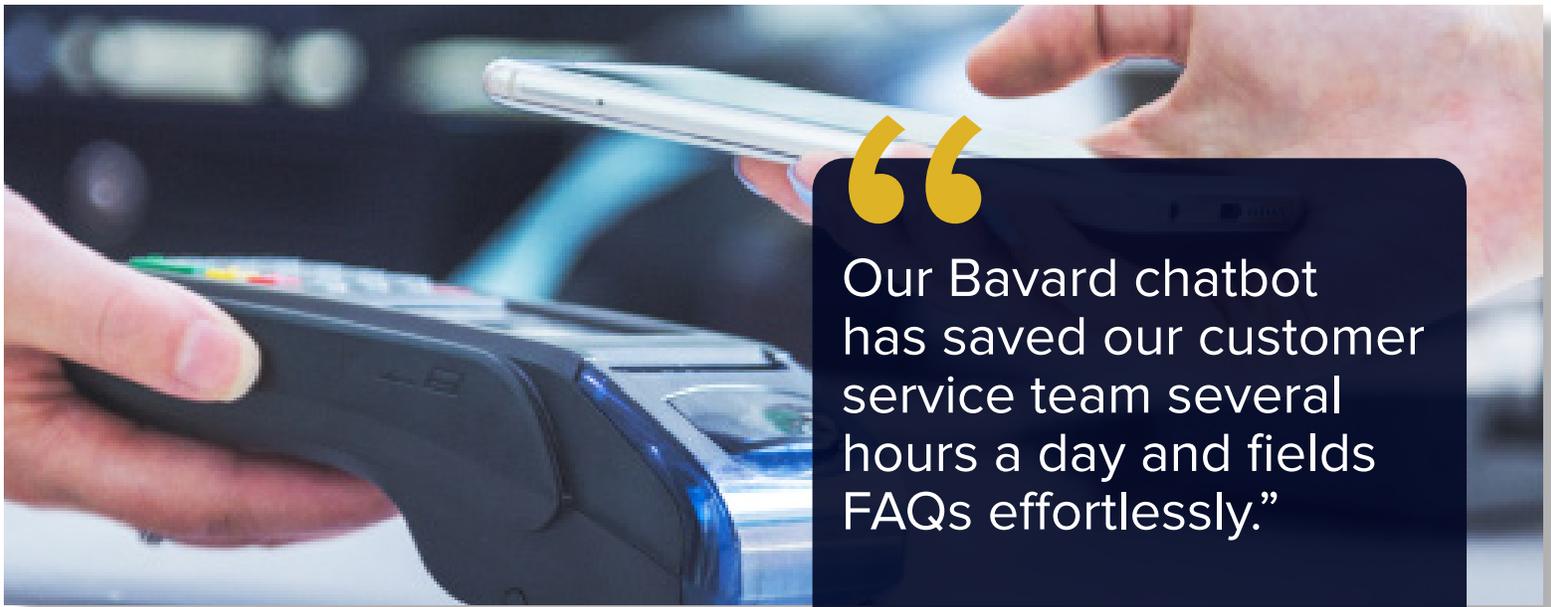
Help Account Holders With Repetitive Inquiries So They Can Self-Serve

Increase Customer Satisfaction with Live Chat Option for Complex Issues
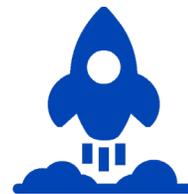
Boost New Account Signups with Form Directly in Chatbot Widget

The Solution

The cutting-edge fintech company decided to use Bavard's smart, AI-powered chatbot to provide 24/7 automated customer support to field many of their common questions that were easily answered using the chatbot's knowledge base, as well as play tutorial videos and provide links to more information. They also utilized the live chat function so their support agents could intercept chats when more complex assistance was needed. They were able to provide more self-service options so that customers could get answers at any time of day without having to wait in a queue to talk to a support team member or wait until the next business day.

The Results: Significant increase in chatbot customer self-service and 40+ live support hours saved a month

Bavard's smart chatbot has been a value-add for the company because it has been able to field hundreds of interactions a day and answer frequently asked questions effortlessly, freeing up time for the customer service team to respond to more complex issues. The live chat function has made it possible to still offer a personal touch so customers don't get frustrated when the bot isn't understanding the issue. This has ultimately resulted in more conversations and engagements online. Highlights include:

100s
of automated interactions a day

They have seen a significant boost in successful, automated customer engagement since implementing the chatbotand users have been able to self-serve quickly.

10+
hours saved a week in live support calls

The chatbot has been able to effortlessly reply to frequently asked questions allowing their team to focus on more personalized and complex interactions.

12%
increase in new account sign ups through bot

The chatbot provides an easy way to sign up for a new account right within the widget. They have seen a nice bump in new account creation since adding this option to their site.