



OPay is an one-stop mobile-based platform for payments, transfers, loans, savings and other essential services for every individual in most of the emerging markets like Mexico, Nigeria, Egypt, Indonesia, Pakistan etc.

Challenge

OPay sought a customer service software solution that could enable them to deliver exceptional customer experiences, ultimately driving business growth. Sobot empowers OPay across various domains, including marketing campaigns, customer service, and data analysis, offering an all-in-one customer contact solution to achieve their objectives.

Solution

- **One seamless omnichannel solution**

Sobot seamlessly integrates all of OPay's messaging channels, including WhatsApp, into a unified platform. This integration ensures that OPay's agents can consistently deliver the same high level of service to customers, regardless of the communication channel they choose to use.

- **Drive productivity and enable excellent support**

Sobot's Ticketing System equips OPay's agents with the capability to efficiently oversee support operations across multiple channels, including various email inboxes. This empowers OPay's agents by providing access to comprehensive customer context and essential tools, such as order history, loyalty status, and web activity data, enabling them to offer quicker and more personalized service. Additionally, administrators can implement automation processes to enhance agent efficiency and productivity, further optimizing their support operations.

- **Enhance ROI by sending WhatsApp marketing messages**

Leveraging Sobot's WhatsApp Business API, OPay effortlessly imports their existing customer data and categorizes contacts using labels, enabling them to send highly targeted promotional messages. They enhance message personalization by incorporating variables that automatically insert customer-specific details into the messages, allowing for the delivery of customized content. Furthermore, OPay can efficiently send bulk marketing messages to thousands of users, maximizing their reach and impact.

Based on data findings shared by an OPay staff member, it's evident that batch mass marketing messages delivered through the WhatsApp Business API achieved an impressive 82% reading rate. These results underscore how OPay effectively facilitates connections between people and businesses through this approach, making it a highly efficient and successful communication method.

90%

Positive Feedback

20%+

Overall Cost Reduction

17%

Increase in Conversion Rate