



Since launched, PalmPay quickly emerged as Africa's leading Fintech, making a tangible impact on the continent's financial landscape, garnering the trust and support of millions of users and merchants, and driving financial inclusion across the continent. The No. 1 finance App in downloads on the Nigeria Google Play Store.

Challenge

PalmPay is committed to providing quality financial services support to its customers through voice and online channels. However, there are some issues affecting the quality of service. For example, PalmPay found that resolving simple customer issues took up a significant portion of the support team's efforts, while at the same time, customers with urgent issues were not receiving timely responses. Specifically, customers had to wait in line for a while to have a session with the support team. Not only that, but the fact that customers have to repeat questions and information that they've asked before drains their patience, and deteriorates the service experience. That's not all; Therefore, PalmPay and Sobot have partnered to not only solve service issues but to elevate the service experience to new heights!

Solution

Easy-to-use omnichannel customer service software for conversational support and ticketing, with supercharged chatbot.

- **All-in-One for both customer service and data management**

Sobot's omnichannel solution keeps customer information in one place and agents can view all customer interactions across channels. It is beneficial for agents from PalmPay to personalize service on the fly. Besides, all the agents' data including reception overview and so on is gathered by Sobot timely. It also assists admins from PalmPay in viewing and analyzing data to evaluate the service quality and make smarter decisions.

- **Distinguished service relies on Sobot intelligent software**

Now find Palmpay and you will figure out that the reception chatbot has become smarter and it is effective in giving timely and accurate answers based on your information. The person in charge from PalmPay says that this really solves the labor cost and improves the efficiency of the service.

Needless to say, Sobot's Call Center is stable and flexible. On the one hand, there is almost no more customer feedback about calls suddenly dropping out. On the other hand, a more logical Interactive Voice Response (IVR) will allow customers to reach the support team accurately and quickly.

Sobot's advanced Ticketing System enables seamless collaboration across PalmPay teams! The flow trigger and Service Level Agreements(SLA) make it easy for PalmPay to stay on top of progress and no one drops the ball.

45%

Reduction in Resolution Time

92%

CSAT

20%

Overall Cost Reduction