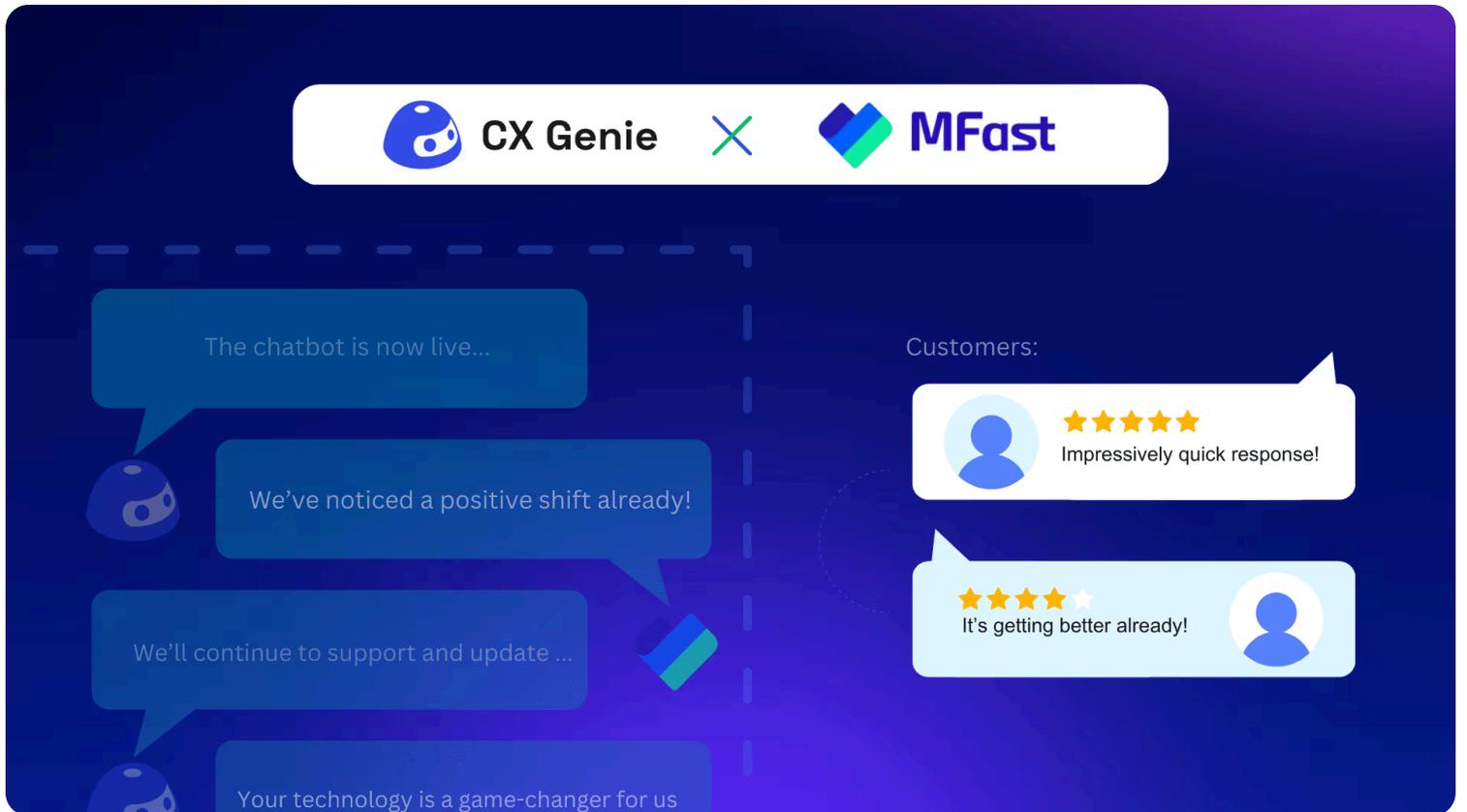


Case Studies

# MFast: From Overwhelmed to On-Top with CX Genie's AI-Powered Solutions

Feb 29 2024

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MFast is a leading fintech platform in Vietnam, empowering individuals with limited

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## Challenge:

MFast, like many businesses, struggled with a **surging number of customer support inquiries**. This led to:

- **Overwhelmed agents:** The support team was unable to keep pace with the growing demand, leading to longer wait times and frustrated customers.
- **Reduced efficiency:** Agents were spending a significant amount of time answering routine and repetitive questions, which limited their ability to address and spend adequate time on more complex issues.
- **Impact on customer satisfaction:** Long wait times and limited access to personalized support were negatively impacting customer satisfaction.

## Solution:

MFast recognized the need for a **scalable and efficient solution** to manage their customer support workload. They partnered with CX Genie to implement an **AI-powered chatbot** that seamlessly integrated into their mobile app and customer support platform.

This chatbot enabled MFast to:

- **Automate responses** to commonly asked questions about products, services, and account management.
- Provide **24/7, instant support** to customers, regardless of location or time.
- **Free up valuable agent time** to focus on intricate customer inquiries and personalized support.

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## Results:

The integration of CX Genie's solution achieved significant and measurable results for MFast:

- **40% Increase in Efficiency:** The chatbot's ability to handle routine inquiries effectively freed up agents' time, allowing them to dedicate their efforts to complex issues and personalized interactions, which led to a **40% boost in overall team productivity**.
- **Over 100,000 Customers Served Swiftly and Accurately:** The chatbot provided fast and accurate information to customers, **significantly reducing wait times and frustration**, ultimately serving over **100,000 customers** with efficiency.
- **Enhanced Customer Satisfaction:** Faster resolutions, improved accessibility, and a more personalized experience resulted in **increased customer satisfaction**, solidifying MFast's reputation for exceptional service.

## Beyond the Chatbot:

In addition to the chatbot implementation, CX Genie and MFast collaborated on further initiatives aimed at **enhancing agent performance and customer engagement**:

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**driven and efficient approach** to agent management.

- **Personalized Product Recommendations:** The chatbot was empowered with AI to **recommend products** that best matched each individual seller agent, **improving the effectiveness and relevance of their interactions with customers.**
- **AI-Driven Agent Follow-Up and Training:** MFast together with the CX Genie team implemented an **AI-powered system for individual agent follow-up and training**, providing them with **personalized guidance and support for continuous improvement.**

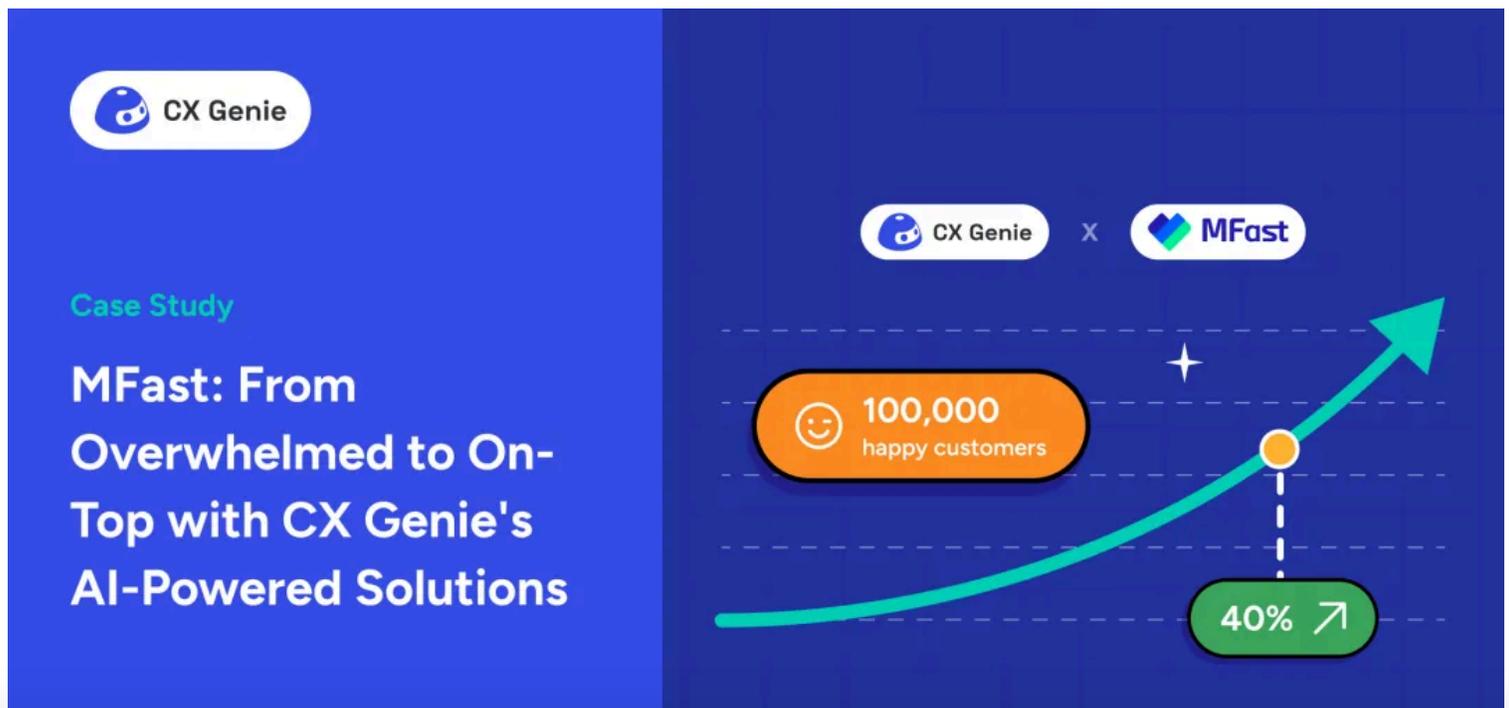
## Conclusion:

MFast's partnership with CX Genie is a winning example of the **transformative power of AI-powered solutions in the customer service landscape.**

By automating routine tasks, enhancing efficiency, and fostering personalized customer experiences, CX Genie played a key role in **driving MFast to a position of leadership within the fintech industry** in Vietnam.

This case study demonstrates the significant impact that CX Genie's solutions can have on businesses **seeking to innovate, and elevate their customer service strategies and achieve measurable success.**

**Ready to unlock the potential of AI for your business? Contact CX Genie today!**



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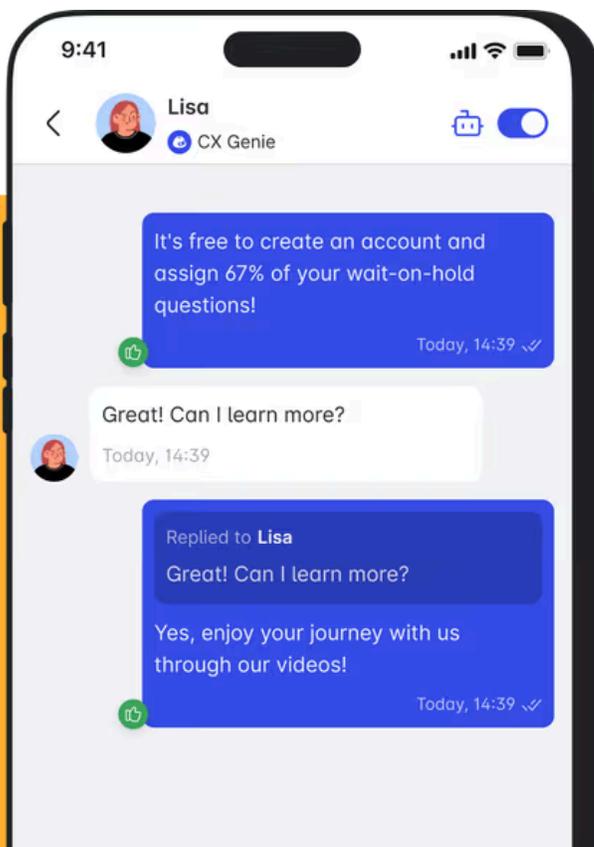
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