

Case Study

SOCIAL PAYMENTS WITH PAYONEER.



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200

Countries

3M

Engaged customers

12 HRS

Decrease avg response time

Background:

PAYONEER.

Payoneer is a global payment company that operates cross-border transactions between over 200 countries for millions of professionals and businesses. Thousands of leading companies (including Airbnb, Fiverr and 99designs) rely on Payoneer's mass payout services.

Founded in 2005 and based in New York, Payoneer is venture-backed, profitable and ranked in the top 100 of Inc. 5000's Financial Services companies. Payoneer's services and customer service are fast becoming a leader in social media banking.



Nissim Alkobi

Director of Community at Payoneer, responsible for building and engaging the company's social media, social customer service, and brand ambassador program.





Challenge:

ONLINE PAYMENT IS GOING SOCIAL.

Payoneer offers a service that's quite close to all of our hearts—money. It's a sensitive industry, as clients rely on Payoneer to deliver their earnings. So, naturally, one of Payoneer's main business objectives is listening and engaging with their users online, and having top-notch customer service.

"Having a tool that can allow us to collect all the comments and feedback into one area where we can make sure we're engaging, not missing any questions or important feedback, is crucial for us," says Nissim Alkobi, Payoneer's Director of Community. "It's also important for us to reach relevant business owners and professionals around the world who can use our service."

Nissim has been with Payoneer for nine years. When the company first got involved with social, they launched a Facebook page, followed by a

Twitter handle. They posted natively, and manually searched the networks to find what was being said about the company. But as Payoneer expanded and the service became more popular, it became clear they were missing out on some customer engagement, and it was a hassle to log in and out of a growing number of social media accounts.

"As we grew, we found we were missing a lot of important feedback from our customers, and generally not responding to people as fast as we could. And not being able to effectively monitor the online conversation."

Another big challenge for Nissim and his team was to channel Payoneer's usefulness into the creation of a broader business community of experts and entrepreneurs. Payoneer dreamed up an ambitious brand ambassador program, which now operates in over 12 countries around the world.



MANAGING SOCIAL FROM ONE PLACE

Nissim and his team brought in a variety of different tools that would address each issue they had, often one tool per network. But it wasn't as seamless as he would have liked. "Since we are active in over 200 countries and are working with over three million users around the world, we found some users like to be engaged with on different platforms from others. We needed a tool that could combine all of our networks into one dashboard, so we didn't have to jump around between different accounts and different websites."

Nissim was drawn to Falcon Social for the broad range of networks the platform supports, as well as the ability to manage his 'push and a pull' strategy.

Nissim also liked Falcon's dedication to its being built in-house, with a vision of growing in a different way than the other social management platforms out there. He liked the idea of the new, modern company Payoneer growing alongside the new, modern company Falcon Social.

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“Falcon Social helps manage our ‘push and a pull’ social strategy-we can get back to our fans quickly, while also putting quality content out there for audiences to discover.”

Nissim Alkobi, Director of Community, Payoneer

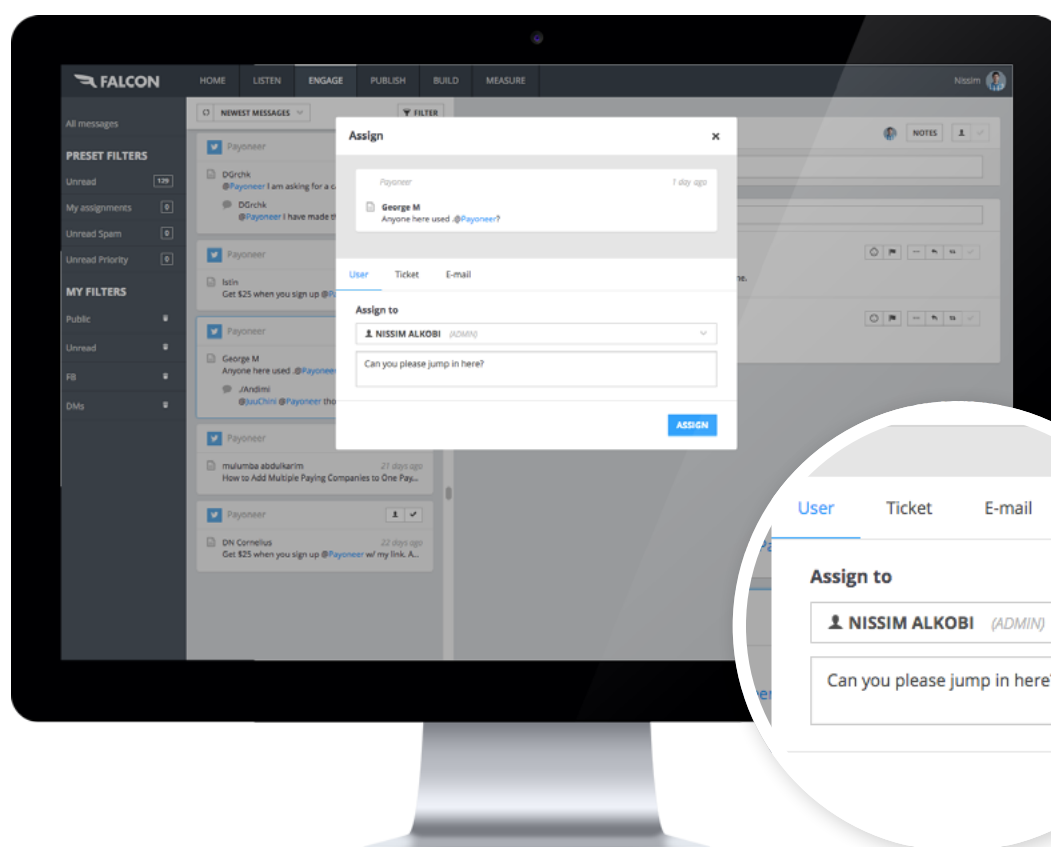


Results:

UNITING A WORLD OF PAYONEERS.

Payoneer receives hundreds of messages a day on Facebook alone. For a team of ten community managers, they used to spend a bulk of their day sifting through all the different messages coming through separate websites and channels. With Falcon Social, the team is able to assign each other messages to the right community manager as they come through, saving hours of time and creating an organized workflow for each team member.

The team saw a sharp decrease in its average response time after switching to the Falcon platform. On Twitter, for example, Payoneer had been responding within 12 to 14 hours, and after onboarding with Falcon, shaved it down to an average response time of two hours.





BRAND AMBASSADORS AROUND THE WORLD

Nissim also manages Payoneer's brand ambassador program using Falcon Social. Payoneer doesn't strictly market "Payoneer" and its features. The company is interested in something bigger than traditional marketing—Payoneer works to create full-fledged industry-specific business communities around the world. Payoneer uses social media to connect with business leaders in local communities and set up networking events in the real world.

Payoneer recently sponsored a freelancers' meetup in Bangladesh. A few successful businesses were invited to give presentations about the benefits they could offer the market's newcomers, and give out quality resources and best practices for the current state of freelancing. It's a win-win-win for the three parties involved. For Payoneer, the hope is that as these new businesses grow, they might choose Payoneer for their payment processing.

"The more popular social media gets, the more people want to connect all points of their lives with social. We've found that people aren't wanting to separate their finances from social media—in fact, people want to integrate all their activities within the platforms where they are spending the most time."

Nissim Alkobi, Director of Community, Payoneer



Final Thoughts:

THE FUTURE OF SOCIAL PAYMENTS.

First, customer support went social. Now, global payments are going social, Nissim explains.

Five or six years ago customer support consisted mainly just of email and telephone. Now, people are spending most of their days on social media—talking with friends, sharing photos. At the same time, if they are having issues with a company or a product, they're contacting the company on the same medium where they are spending their time. Now, an exponential amount of eyeballs are on communications that used to be one-on-one. Lots of businesses have caught on to this opportunity to extend their support and their audience reach, and are investing in social customer support.

Just as social media revolutionized customer support in the last five years, social payments are on the precipice of fully breaking through to social.

"A lot of the businesses we work with are online businesses," says Nissim.

Of course, the regulation must be compliant. Google and Facebook are keen on setting up money transfers through their networks. The habit will meet these offerings, as people look to make everything in their lives easier and more social. But it will have to happen in a very regulated way. That's where companies like Payoneer come in, to ensure social payments are safe, protected, and seamless.

As Payoneer steps into the forefront of social banking, Falcon Social will be there every step of the way—to grow its customer support, engagement, and overall online presence.

To learn what Falcon Social can do for your business,
request a demo online

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