

No matter through which channel, HYPO14 responds efficiently

For HYPO14, providing flexible and independent advice to customers is a top priority. Find out how HYPO14 uses Superchat to ensure optimal customer care.



Unternehmen

HYPO14 supports customers in all aspects of real estate financing.

Branche

Finance & Insurance

Standort

Bonn, Germany

Unternehmensgröße

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Website

<http://www.hypo14.de/>

Herausforderungen

- Using WhatsApp Business in compliance with the GDPR
- Generate and manage online ratings
- Multiple users and communication channels

HYPO14 already used various communication channels to be easily and quickly accessible for customers. Individual support for the target group is the top priority. However, keeping track of all channels and all incoming messages put increasing pressure on HYPO14's staff. The more channels are managed, the less transparent communication becomes.

Another issue was the lack of GDPR compliance of WhatsApp. "I really like working with WhatsApp, but you have to comply with certain legal requirements," says Alejandro Fernandez, Managing Director of HYPO14. In addition, the option to operate WhatsApp with multiple users and from multiple end devices was missing.



"Just as I myself look at Amazon for product reviews, customers do the same for services on Google."



Alejandro Fernandez, HYPO14



In addition to bundling the different communication channels, the managing director of HYPO14 sees another challenge in the increasing importance of online reviews. Reminding existing customers of reviews and responding to incoming reviews is a workload for small businesses that should not be underestimated.

Better customer communication & more Google reviews thanks to Superchat

In order to have a central platform for all communication channels, HYPO14 has opted for the messaging platform from Superchat. All incoming requests via WhatsApp, Facebook Messenger, Google Business Messaging, email and SMS are now collected in a central inbox. Team members can manage customer enquiries together and transparently, add notes internally and reply to messages.

Thanks to the WhatsApp Business API, HYPO14 now uses the Messenger in a GDPR-compliant manner, with multiple users and from multiple smartphones. Thus, the company ensures secure and uncomplicated communication.

HYPO14 also manages incoming online evaluations with the evaluation tool. The employees effortlessly send rating links to happy customers, reminding them to leave a review. Within a short time, new and authentic customer reviews could be generated.

How HYPO14 benefits from Superchat

- 100 % GDPR-compliant use of WhatsApp on multiple devices and with multiple people
- Fast response times through the bundling of all relevant communication channels in one platform
- Easily send rating reminders and generate new, authentic Google ratings