

National Payments Processor and Financial Technology Firm Needed Bilingual Support and Got Much More With Centris

Introduction:

A national payments processor and financial technology services firm expanded rapidly and needed additional agents and increased support for Spanish-speaking customers. This company provides payment systems, substantiation platforms, and an auto-activating intelligent coupon system for insurance program providers and others in government and retail.



The Challenge:

Before Centris, the Financial Tech Firm has had in-house agents, but they found that it was a burden on Human Resources and the core business to hire and train a complete team of agents. They also have an outside vendor in the Philippines but were still seeking bilingual support. As the company was growing rapidly, they decided to include an additional partner to find relief for increased call volumes, lower costs and increase available support for bilingual customers. For the Financial Tech Firm, a successful contact center partner maintains high service levels with minimal errors. Their focus is on quality, first-call resolution, and attention to detail.

Solution:

The Financial Tech Firm chose Centris to provide the bilingual customer service support they needed for phone and order support. With Centris' experienced team, the implementation was quick. In just two weeks, agents were hired and then began taking calls and handling orders within one week of training.

In addition to providing excellent bilingual support, Centris agents also understand the importance of privacy and security within the financial industry. Centris agents complete a rigorous certification program to become PCI and HIPAA compliant. Additionally, with the nearshore contact center model, they would benefit from reduced operating costs compared to U.S.-based contact centers.

Added Benefits:

Within a few months of the relationship, the Financial Tech Firm realized that Centris brings many additional benefits to their company they didn't initially consider. Because of Centris' quality service, the Financial Tech Firm has experienced increased CSAT scores with Spanish customers and elderly customers.

With Centris' contact centers located in Mexico, other benefits include:

Proximity & Operational Control: With Mexico being so close to the U.S. and sharing time zones, the Financial Tech Firm could easily communicate during regular business hours, and visiting the contact centers was a quick trip.

Accent-Neutral Agents: With most of Centris' agents formerly living in the U.S. and speaking both English and Spanish fluently, the agents provided accent-neutral support to their English-speaking customers and spoke fluently to Spanish-speaking customers.

Cultural Similarities: With proximity to the U.S., Centris' agents understand U.S. culture and easily assist the firm's customers appropriately.

Robust Infrastructure: Due to Mexico's dedication to providing a strong communications network to provide better coverage and competitive pricing, they experienced little to no communication or network issues.

Changing Approach:

The Financial Tech Firm has worked with Centris for over two years and has experienced steady positive results. In fact, they have since doubled the number of agents initially requested. The company wanted to improve its service level for Spanish-speaking customers, lower costs and still provide high-quality service, and they have found that solution with Centris.

The Result:

Since the addition of bilingual support, the CSAT rating has increased for Spanish-speaking customers and elderly customers.

Centris agents are passionate about helping people with their financial issues, and it shows with an experienced 20% better service level. Centris agents are empathetic and caring, and the CSAT scores paint that picture, and the results have been 15% higher than anticipated by the Financial Tech firm.

+20% Better Service Level with Centris

Raised CSAT Rating for Spanish-Speaking Customers and Elderly Customers

Exceeded Firm's Expectations **+15%**

Summary:

Since starting with Centris, the Financial Tech firm has doubled its team size in our Mexico centers. They have been able to increase service quality while reducing operational expenses. By hiring a nearshore contact center that can effectively communicate with their Spanish-speaking customer, the Financial Tech Firm found a savings of 45% compared to U.S.-based contact centers they researched initially.

INCREASED QUALITY 

LOWERED EXPENSES 

INCREASED TEAM SIZE



COST SAVINGS OF

45%

Compared to other U.S.-based centers Firm researched

"Your team has done a superb job supporting our company."

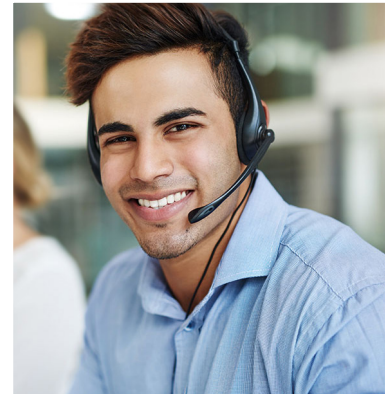
~Financial Tech Firm's COO

About Centris:

Centris provides advanced contact center solutions and strategic business intelligence to our partners, through our talented and skilled team of agents in Mexico, allowing us to help our partners increase customer retention and sales, and improve their bottom line.

With more than 30 years' experience, we specialize in quality bilingual calls, technical support, and helping companies expand into the ever-expanding Hispanic market. With our nearshore business model, Centris provides up to a 70% savings over U.S.-based call centers, all while improving quality. In addition to our bilingual support, we're known for our accent-neutral support in English and a deep understanding of American culture.

Our services include customer support, inbound sales, marketing surveys, financial services, technical support, insurance services, live chat, quality assurance, business intelligence and business process outsourcing. While we support numerous industries, we have specialized experience in the insurance, healthcare, retail, and security space.



Looking for a Nearshore Contact Center Partner? Contact Us!
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