Project Brief - Financial - Happy Money

Happy Money

Original Systems

- Talkdesk
- Zendesk for email
- Salesforce CRM

Current Systems

- Genesys Cloud CX
- Telecom Services by Star Telecom
- Salesforce integration
- IVR authentication and payment system

Business Challenges

- No forecasting and scheduling available with RTR resource
- Authentication and payments only available with live agents resulting in higher telco costs
- Complex IVR system impacting CX and Transfer Rates
- Salesforce not integrated with IVR system

Outcomes

- WFM solution implemented and allows for forecasting and scheduling
- IVR authentication and payment system with no live agent intervention - reducing telco costs
- Simple, effective IVR system implemented improving CX, lowering transfer rates and increasing FCR rates
- Salesforce CRM integrated with IVR and Genesys Cloud CX improving personalized interactions