

Cards and Payments Company Improves Merchant Satisfaction with Salesforce

The client is a Fortune 100 U.S. cards and payments company. As a company, they are very brand conscious and wanted to create a feedback loop to continuously measure merchant satisfaction, and whether merchants were more likely to be promoters or detractors of their brand.

BUSINESS GOALS

- Measure merchant satisfaction and better understand merchant needs
- Reinforce a customer-first mindset within the Merchant Services division
- Drive insights to inform and prioritize key business decisions
- Enable customized action plans for merchants

CHALLENGES

- Obtaining merchant survey data in the form of Net Promoter Scores (NPS) required integration with a third-party vendor
- Over-reliance on the NPS program to generate insights and prioritize business decisions
- Difficulty obtaining a consolidated view of survey data

SYNTEL SOLUTION

Syntel worked with Salesforce and the third-party vendor to build an integrated solution that enables Client Managers to respond quickly to any merchant issues. We automated a key manual process which required the vendor to manually extract NPS data into a PDF and email it to the appropriate Client Manager.

Now, whenever a new NPS score is received, the data is automatically loaded into Salesforce and Client Managers receive an automated notification, so they can respond quickly and resolve any issues as they arise.

The solution also created additional new functionality, including:

- The ability to view individual survey results and track the impact of specific initiatives
- Enhanced merchant dashboards and front-end presentation in Salesforce

BUSINESS BENEFITS

80%

increase in process efficiency with seamless delivery of NPS data

- Increased visibility into merchant satisfaction with real-time survey results
- Easy to use solution, with a consolidated view of merchant information for more responsive account management

