

Customer Spotlight:



Client Since: **2018**

Modules:

CX Services

24/7 CX Support

Summary

[National Processing](#), a rapidly growing payment processing company, expands its partnership with OvationCXM to optimize their operations and support their expansion.

Challenge

National Processing is a versatile payment processing solution that caters to various industries. It focuses on flexibility, efficiency, and transparency in its customized solutions..

The company has had a fast trajectory, growing almost 600% in recent years, causing a surge in their customer base and transaction volume. It became challenging for the support team to manage the increased call volume and track customer issues. In addition, it needed more sophisticated and data-driven customer support to optimize service and meet investor expectations.

Solution

OvationCXM's long standing expertise in CX management and support services aligned perfectly with National Processing's growth objectives. OvationCXM's platform offers a robust and scalable solution that can handle increased demand while offering an always-on customer support solution. This solution included:

- **24/7 support:** OvationCXM's 24/7 white-labeled support, [CX Services](#), provides round-the-clock responsiveness to incoming customer calls.
- **Centralize and optimize support operations:** CXMEngine, OvationCXM's pioneering customer experience management platform, allows the company to see case information as well as interactions in a single user interface and generate detailed reports.
- **Improved routing and call handling:** CXMEngine powers a more efficient routing system to direct inquiries to the right teams. That reduces dead air calls, voicemail messages and transfer errors.
- **Provide real-time visibility and data-driven insights:** The platform gives the team insights into customer behavior, allowing the company to identify trends, improve support processes, and enhance overall customer satisfaction.
- **Real-time Salesforce Integration:** OvationCXM's pre-built Salesforce connector enables real-time data sync between Salesforce and CXMEngine for a unified customer view.

Customer Spotlight:



“Partnering with OvationCXM has been a game-changer for National Processing. Their scalable platform and dedicated support team have allowed us to focus on our core business while knowing that our customer support needs are in excellent hands.”

— Angela Carmack
National Processing Representative