



Pay.com.au

CUSTOMER SUCCESS STORY



silver
consulting partner

**MM+ Implementation Partner
of the Year ANZ**



APAC Partner
of the Year
Awards 2021

FIND YOUR GROWTH PARTNER

BY OUT IN THE CLOUDS



pay.com.au





COMPANY OVERVIEW:

pay.com.au is an innovative payments platform, helping business owners and directors maximise benefits and rewards across business payments. Their flexible rewards program PayRewards allows customers to earn points on credit cards or bank transfer payments. They can then be transferred to Australia's major frequent flyer programs or used for customised redemptions with a personal shopper.

LOCATION:

Melbourne, Victoria

INDUSTRY:

Finance

PROJECT COMPLETE:

30/07/2020

PROJECT SECTION:

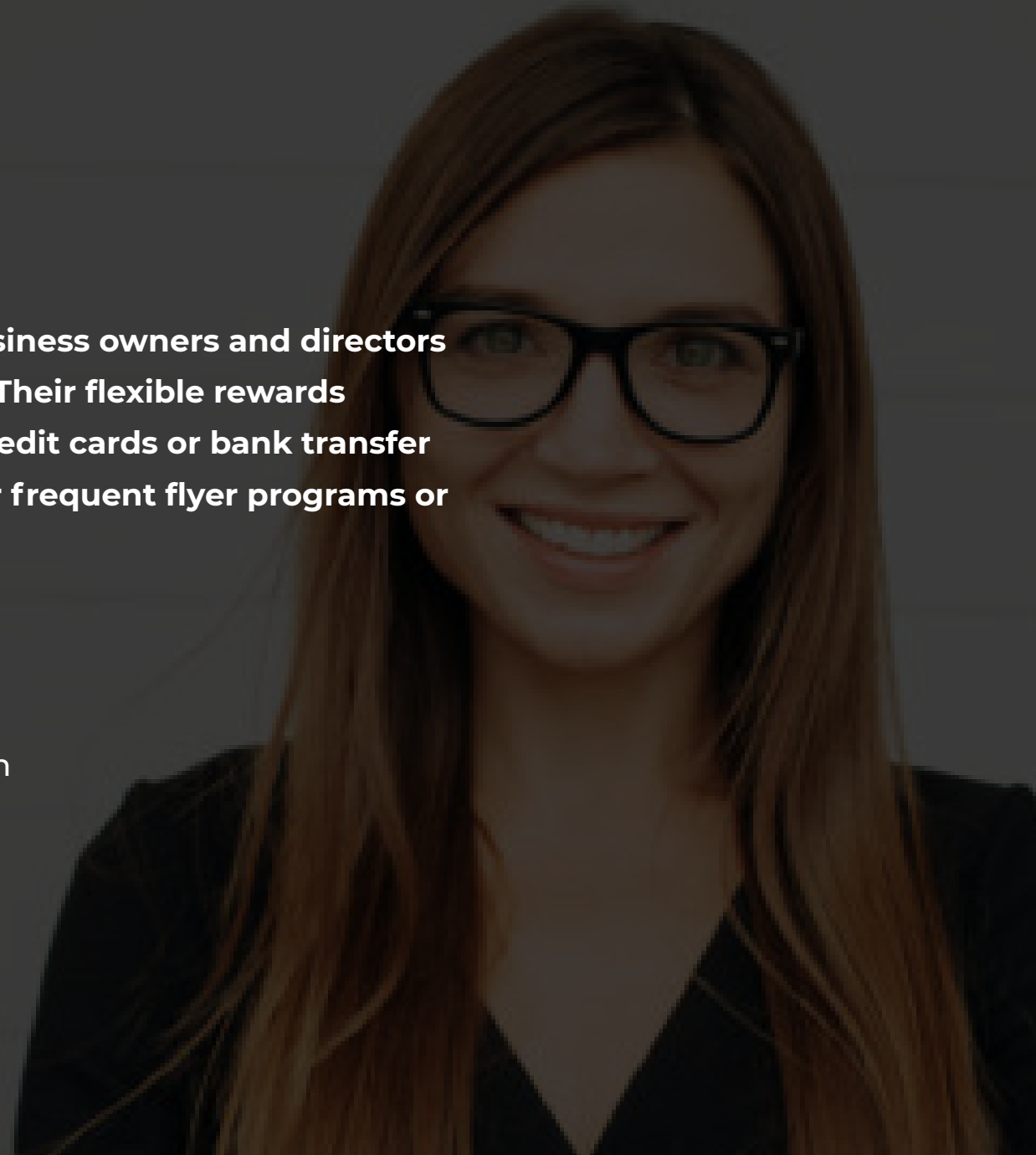
Salesforce Implementation

PRODUCTS:

Sales Cloud

Service Cloud

Salesforce Knowledge



OBJECTIVE

THE OBJECTIVE

To build and execute a new Salesforce Instance to allow pay.com.au to understand their buyer's behaviours and reduce customer service times. Additionally, they required their Salesforce Instance to have the capability to later integrate with their platform via custom API's

THE CHALLENGES

- The pay.com.au team were unable to track and understand clients behaviours
- Their current setup did not integrate with their payment platform
- They did not have a central system capturing leads from their website
- Ineffective system to deal with Customer Support requests





THE SOLUTIONS

- OITC streamlined their current processes by building an efficient web-to-lead connection between the pay.com.au website and Salesforce, allowing the team to record and work with potential prospects accurately.
- The pay.com.au team can now efficiently create records within their centralised Salesforce database and refer back to records easily at a later date.
- The service team can now promptly create support cases to manage customer issues, with the ability to attach a Knowledge Article for both the user and customer to guide them towards an appropriate solution.
- The onboarding process is now wholly refined, efficient and compliant, allowing for a more satisfying customer and employee experience.

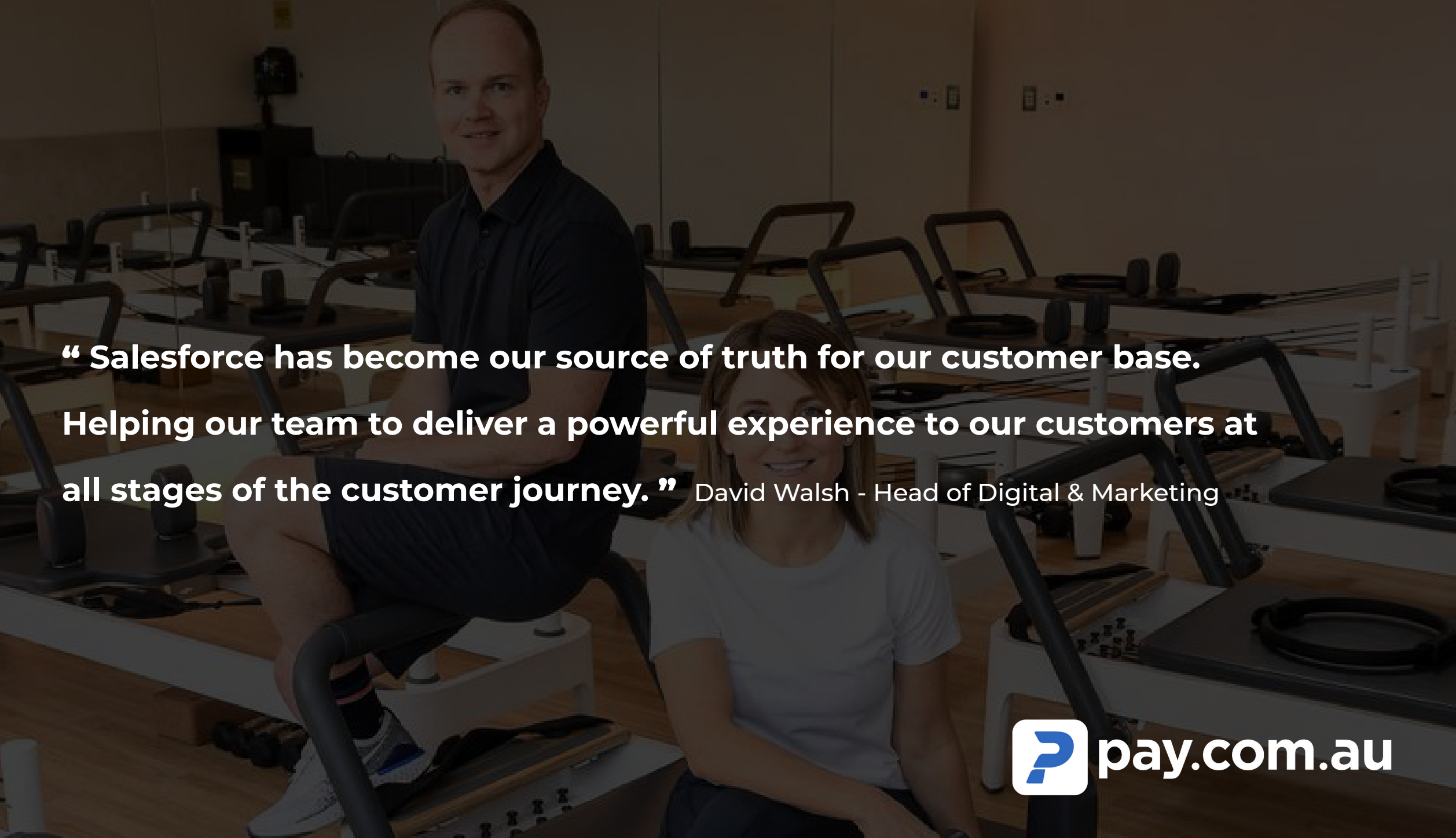




THE RESULTS

- Reduced support time to customer contact by **63%**
- **48%** decrease in administration processes for our onboarding and compliance team.
- **Vital impact** on our overall customer experience.
- Allowed for **Significant** improvement in evaluating compliance when onboarding businesses.



A man and a woman are sitting on treadmills in a gym. The man is on the left, wearing a dark polo shirt and shorts, and the woman is on the right, wearing a light-colored t-shirt. They are both smiling at the camera. The background shows several other treadmills in a well-lit gym.


“ Salesforce has become our source of truth for our customer base. Helping our team to deliver a powerful experience to our customers at all stages of the customer journey. ” David Walsh - Head of Digital & Marketing


FIND YOUR GROWTH PARTNER

CONTACT US WITH ANY AND ALL QUESTIONS, QUERIES,
OR DREAMS YOU MIGHT HAVE.

in /outintheclouds

f /outintheclouds

 @outintheclouds

 outintheclouds



**MM+ Implementation Partner
of the Year ANZ**



THANK YOU



FIND YOUR GROWTH PARTNER

[OUTINTHECLOUDS.COM](https://outintheclouds.com)