

Solvvy

Supporting the On-Demand Generation Webinar Recap

In this webinar Solvvy teams up with Stash Investment, a mobile-first company on a mission to bring financial opportunity to the masses, to talk about how you can shape your customer service experience to keep up with consumers who expect instant gratification when they're looking for support. Director of Customer Experience at Stash, Sarah Rosenzweig, and Solvvy's Senior Vice President of Marketing, Kaan Ersun, share tips for serving up immediate answers on your customers' channels of choice to improve CSAT and increase retention. Learn how Stash has kept up with their fast-growing user base while continuing to improve the customer service experience in this 45-minute webinar that's packed with practical information.

WELCOME

Today's Speakers



Sarah Rosenzweig
Director of CX
Stash



Kaan Ersun
SVP Marketing
Solvvy

The rise of companies like Uber, Amazon, and Netflix, along with the proliferation of intelligent devices, has changed the way consumers operate—and their expectations. When customers can get goods, transportation, and entertainment instantly, why should they have to wait for answers? Companies now have to cater to the on-demand, and always-on, consumer. Traditional customer service strategies simply can't keep up.

Making customers feel supported and understood is always critical, especially when dealing with money. As a mobile-first financial service that's helping regular people start investing with as little as \$5, Stash is a customer-first organization. They provide support through their app or website, with customer service agents responding to email and telephone inquiries. When the company's user base grew

from 1.8M to 2.8M in just one year, they added intelligent automation to their customer service strategy to keep up with the rising number of customer queries, including the on-demand generation.

“With the advent of new mobile, cloud, and IoT technology, there’s been a fundamental change in attitude—not just for younger generations, but for all consumers. They expect everything instantly.”

– Kaan Ersun, SVP of Product Marketing, Solvvy

Stash takes a data-driven approach to customer service with an emphasis on mobile-first support, on-demand solutions, and baking empathy into the experience. Their focus is not just on answering questions, but offering solutions that will help their customers on their journey. When they started working with Solvvy, one of the first things they did was to implement a robust reporting structure and overhaul their issue hierarchy. This helps the company understand how their customers are using their products and services and what their expectations are, so they can learn and adjust to continually improve the CX.

By working with Solvvy to enhance and restructure their knowledge base, Stash was able to automate repetitive tasks through the in-app and online Help Center and deflect tickets away from agents, improving self-service resolution and CSAT. While some contacts require a human touch, Stash has achieved 55% self-service rate since partnering with Solvvy. They focus on creating Help Center content around “how do I” type questions and using infographics and tutorials to show people what they need to do quickly and easily. Each week Stash looks at CX interactions, pain points, and feedback, and thinks about how they can better understand and meet their customers’ needs.

“We’re always thinking about solutions. We start with the data, look at where customers are contacting us and how they’re moving through their journeys. We make changes, and grow—then we do it again. It’s an ongoing evolution.”

– Sarah Rosenzweig, Director of CX, Stash

With today’s consumers expecting everything right now, adding intelligent automation is a great way to answer FAQs on-demand and free up your customer service agents to focus on the more complex or sensitive issues. Gain insights into how you can give customers instant access to the information they need, as well as infusing the CX with empathy and understanding to drive CSAT and improve retention. To find out more, watch the webinar replay now.

[Watch Webinar Replay >](#)