



CX Transformation Delivers 80%+ CSAT and 94% Quality for a Large Fintech Company



The team's structured approach helped to focus on resolving issues accurately the first time, and strong governance enabled measurable improvements in customer satisfaction, efficiency, and service quality

The client is a large financial technology company established as an independent affiliate of a global e-commerce leader, with rapid international expansion driven by cross-border payment networks and strategic partnerships.

As transaction volumes grew across regions, fluctuating demand patterns, peak-hour surges, and rising customer expectations made it increasingly difficult to sustain response times, accuracy, and customer satisfaction at scale. These operational pressures extended handling times, increased staffing requirements, and necessitated frequent shift extensions — significantly increasing support costs while posing risks to customer experience and operational efficiency.

SCALING GLOBAL SUPPORT AMID RISING DEMAND COMPLEXITY

To address these challenges, IGT Solutions delivers scalable global chat support aligned to the client's growth trajectory, enabling fast, consistent, and cost-efficient customer service across regions. By combining trained CX specialists, standardized workflows, and AI-enabled chat tools, the solution streamlines inquiry handling, reduces resolution times, improves first-contact resolution, and manages peak volumes without excessive staffing—while maintaining a unified brand voice and high service quality.

Strong governance, real-time analytics, and multilingual coverage ensure seamless global operations and optimized support costs. In our effort to boost CSAT and deepen our partnership, IGT Solutions has consistently driven business intelligence and key insights — especially in the client's process – Logistics Delivery Improvement area, which accounts for more than 65% of Customer Dissatisfaction (DSAT) reported by customers.

IMPROVED CUSTOMER SATISFACTION AND OPERATIONAL EFFICIENCY

By strengthening governance and focusing on resolving the right customer issues the first time, IGT Solutions delivered consistent improvements across customer satisfaction, efficiency, and quality.

The customer satisfaction score reached 80.42%, exceeding the 78% target, while productivity increased through faster, more effective handling of customer queries. Quality levels remained high, with over 94% of interactions meeting quality standards. In addition, detailed analysis of negative feedback helped identify and address logistics-related issues, leading to smoother customer journeys and better overall experiences.

AT A GLANCE

INDUSTRY

Fintech

THE CLIENT

The client is a large financial technology company.

CHALLENGE

Fluctuating demand and peak-hour surges strained service quality while driving up support costs through longer handling times and higher staffing needs.

SOLUTION

Implemented scalable, AI-enabled global chat support with multilingual coverage, standardized workflows, and real-time analytics to improve resolution speed, manage peak demand efficiently, reduce costs, and generate actionable insights to enhance customer satisfaction

RESULTS

- Achieved 80.42% customer satisfaction,
- Maintained high service quality with 94%+ interactions meeting quality standards
- Strengthened governance and first-time issue resolution