



TransferMate boosts staff productivity by 20% and improves customer service with contact centre solution from Telcom

Introduction

TransferMate is a global, home-grown success story. The company's technology solutions power international B2B payments and receivables transactions for the world's biggest brands.

Established in 2010, TransferMate is part of global financial services giant, TaxBack Group. Co-founders Terry Clune and Sinead Fitzmaurice saw a need in the market for an easy, simple and cost-effective solution to transfer money internationally.

From their experience of providing global tax recovery and global payroll solutions, they realised there was a major challenge for companies making cross-border payments who were dealing with significant delays, costs and administrative difficulties. And so, TransferMate began developing partnerships with banks and regulators, while securing licenses and regulatory approval around the world.

The company is currently regulated to operate across the EU, US, Canada, Mexico, Singapore, Hong Kong, Australia, New Zealand, the UAE and the list is growing all the time.

Headquartered in Kilkenny, the company has 12 sites and 300 employees scattered across the globe.

Business Challenge

Like most service organisations, the team at TransferMate is heavily dependent on robust telephony infrastructure to run its business.

TransferMate's competitive advantage stems in part, from the strength of its customer service. Retaining the consistently high levels of that service was uppermost in the mind of Iain Butterfield, Service Delivery Manager with the TaxBack Group.

And so, recognising that their existing telephony solution was nearing the end of its technology lifecycle, he realised that this aging infrastructure would have to be replaced.

Following an extensive tender process and a review of telephony technology by market analysts Gartner, the team at TransferMate selected Telcom and its hosted telephony partner, Avaya, as the best strategic fit for its business.

"At the moment, the group is involved in a massive hardware infrastructure refresh. We looked at where the gaps were in terms of operational reporting, scaling the addition of extensions and call recording on a global scale."

Iain Butterfield, Service Delivery Manager,
TaxBack Group.



Market-Leading Voice Technology is a Strategic Fit

The engagement with TransferMate started with a detailed discovery workshop, where the Telcom team mapped out the company's voice network and the features it would require to service its clients.

The strength of Telcom's hosted contact centre solution, based on Avaya IP Office is its scalability. The system easily caters for TransferMate's existing 150 users and can grow across geographic locations into the future, as and when the company requires it.

The solution delivers all the sophisticated features and functionality you would expect from a market-leading, robust contact centre solution including multichannel communications, IVR and flexible call routing, PCI-compliant call recording and full mobility in the form of a soft client for use on laptops or smartphone devices.

This feature-rich technology has been wrapped into a monthly subscription cost per user, with in-built support, which negates the need for large-scale, upfront investment by TransferMate. This Op-Ex rather than Cap-Ex financial model was a key determinant in TransferMate choosing Telcom as its preferred supplier.

And as a full service carrier, Telcom was also able to source international numbers for the company quickly and easily to ensure local market presence in the various countries it operates in.

Project implementation was completed by an online training program for staff, which introduced them to the main features of the system.

"We rolled out a worldwide training program, to bring all staff up-to-speed on using the telephony system. Using Avaya spaces, an online collaboration tool, we conducted sessions for 10 staff members at a time over a number of weeks. The system is easy to use and intuitive and the learning curve for staff was very short."

Michelle Brown, Account Manager, Telcom

Spotlight on Avaya IP Office in the Cloud

Telcom offers a best-in-class contact centre solution, in the form of Avaya's IP Office in the cloud. As it's cloud-hosted, organisations enjoy full predictability on costs with affordable monthly payments per user, that negate the need for large-scale upfront investment.

And Avaya's IP Office is one of the most feature-rich contact centre solutions available on the market today.



All-in-one Communications and Collaboration

Avaya Workplace provides a single app for voice, video, messaging, conferencing and calendar and keeps employees productive on any device, from any location.



Cost Saving Applications

Built-in audio and video conferencing, Bring Your Own Device (BYOD), and voice and instant messaging reduce monthly costs.



Complete Mobility

Whether your employees are on the road, working remotely, or just at a different location, IP Office's intuitive tools and apps keeps them engaged, productive and reachable.



Omnichannel Integration

IP Office offers integrated voice, web chat, email, FAX and reporting capabilities that allow even the smallest contact centre to support sophisticated customer interactions.



Microsoft Teams Integration

We integrate with Microsoft Teams, bringing robust, enterprise-grade communications and collaboration capabilities to the Teams app whether you're using Teams on the web or the Teams desktop app.

"I needed a supplier who would be interested in a long term partnership and reflect that in the proposal they brought to us. The only company who delivered on that and ticked all the boxes was Telcom. It was an easy choice in the end."

Iain Butterfield, Service Delivery Manager,
TaxBack Group



Productivity Grows by 20%

As TransferMate is involved in financial services, the company is subject to stringent regulatory requirements. And that includes the ability to store and retrieve customer calls. Under its regulatory license, its compliance team has to listen back to 10% of those calls on a daily basis, something which had been a very laborious task with their previous system.

However, with Telcom's intuitive call recording functionality, the compliance team are able to process approx. 20% more calls each day and complete the task far quicker.

"Our compliance team are about 20% more effective than what they were. They're getting through a lot more calls every day and it makes life a lot easier. That's also important from a scalability point of view."

Brian Calnan, Commercial Operations
Manager, TransferMate

Extending the Contact Centre to Home Workers

The ability to extend the power of the contact centre to home workers became crucial for TransferMate during the recent Covid-19 crisis.

With varying degrees of restrictions across different geographies, staff had the flexibility to work from the office or work from home, depending on local market conditions. At certain times, all staff were working from home.

Thanks to the Avaya Workplace soft client installed onto their laptops, staff could manage call queues as if they were physically in the office.

Inbound calls were routed seamlessly to the next available operator, irrespective of their geographic location and customer service levels were seamlessly maintained during what could have been a period of significant business disruption.



Sophisticated Reporting is the Foundation for Intelligent Decision-Making

Every contact centre has a set of operational metrics, which guide the pathway to excellence in customer service. TransferMate is no different and it uses a combination of standard and custom-built reports to ensure that these metrics are measured and managed on an ongoing basis.

Reports by agent, by department, by geography or by cost are generated and intuitive, easy-to-read dashboards provide information at a glance. This is critical for TransferMate, particularly where teams are geographically dispersed across several locations.

"We now have a 'cradle to grave' view of every call to the business. We can see how quickly it was answered or who hung up. We can also see average waiting times and call abandon rates, elements that are so important from a customer service point of view. This information allows us to flex our operations to improve service levels, where required."

Ian Hayes, Customer Service Manager,
TransferMate