Case Study - Bancard

commbox

Bancard integrated SAP C4C with Commbox and automated its lead generation and customer communication using smart chatbots

Intro

Bancard (Paraguay) is one of the most important financial companies for payment methods. With more than 30 years in the market, Bancard administers and manages different electronic payment methods in the areas of credit card processing and merchant services.

Bancard

Bancard provides practical solutions to businesses, professionals and independent workers, public and private entities and institutions through systems, devices and digital applications that allow businesses to process sales, generate benefits and provide information, all through secure and internationally certified platforms.

Bancard Paraguy is part of the Bancard international Group that includes Bancard International Investment and Bancard International Development Inc, both located in the British Virgin Islands, and Eneida Investments based in Luxembourg.

The Challenge

Bancard's vast operation in the payments and financial areas, made its services even more essential during Covid-19, due to the growing popularity of digital payments. With more end consumers purchasing online, more businesses turned to Bancards for payment services, causing the company's customer base to grow exponentially.

Bancard experienced extensive loads and required a tool that would allow them to manage all its customer communication effectively and react to all customer inquires in a timely and effective manner.

Bancard needed to improve its customer experience in all aspects including marketing, sales and post-sales experiences. In addition, Bancard needed to have a comprehensive analysis of its customer engagements to improve its services.

Bancard - Commbox | The Solution

Moving to an omnichannel platform was the obvious solution for Bancard, and its choice of CommBox was certainly the right one for the company's needs.

Commbox easily integrated with the SAP C4C CRM used in Bancard thanks to its smart integration capabilities, and turned Bancard into a fully omnichannel and autonomous organization.

After implementing Commbox, Bancard started using Commbox's smart chatbot on its website, WhatsApp and Facebook Messenger to provide fast and effective service all over South America.

Today, 25 Bancard agents support 6 nationwide brands and serve hundreds of thousands of customers using Commbox.

Achievements

Commbox led to a number of major achievements for Bancard

- Automatic Lead generation - Commbox's smart chatbots gathered registered customers' details and automatically listed them as sales leads in the SAP C4C system, releasing Bancard from repetitive tasks.
- Automatic Replies - Bancard's customers used Commbox's chatbots to check their inquires' status. Commbox chatbots' connected to the SAP C4C CRM and sent an immediate answer, removing the loads off Bancards' support agents.
- Improved customer service and customer experience thanks to Commbox's chatbots answering simple questions for Bancard's customers.
- Comprehensive analysis of all customer interactions, allowing the company to improve its services in all areas of operation.

About Commbox

Commbox offers an innovative solution for customer interactions, creating a holistic customer communication experience. By using the Commbox platform, companies and enterprises can automate recurring tasks that are excessively time-consuming allowing your agents to focus on more important tasks. Commbox paves the way for autonomous business communication, without losing the quintessential human touch.

Commbox's mission is to pave the way for companies worldwide to become autonomous enterprises, without losing their quintessential human touch.

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