



Beyond A Contact Center

[mplusgroup.eu](https://mplusgroup.eu)

Dear Visionaries in the Financial Services Industry,

We observe leading firms like yours grappling with the challenges of rapid expansion and multilingual customer service while striving to maintain exceptional customer experience. Growth is exciting, but it also brings unique challenges.

How do you double your customer acquisition while managing staffing levels and technology strategies? How do you improve profitability and margins while maintaining high customer experience scores?

At Mplus, we help clients navigate these exact challenges. Whether they are retail banks, challenger banks, fintech banks, or payment-focused companies, they all have distinct challenges and find solutions with Mplus Group.

Mplus, the pioneer contact center provider, at a glance:

- 32 Banking & Financial Services Clients
- Services Across 4 Countries
- Proficiency in 6 Languages
- Strong Team of 3700+ Employees
- Guidance from 145+ Management Team Members

Mplus is not just a contact center provider. We also bring you cutting-edge AI capabilities through our proprietary contact center software, Buzzeasy. It's a dynamic synergy of human expertise and AI-powered assistance that sets us apart from others in the industry.

In the pages to follow, we share stories of four diverse clients. Despite differing circumstances and objectives, they all found success with tailored strategies from Mplus. You'll discover how they overcame challenges, innovated, and drove growth in ways they hadn't thought possible.

We encourage you to explore these stories and consider how Mplus could similarly empower your organization.

Best Wishes,

Mplus Group

#BeyondAContactCenter

# Common Challenges Across the Financial Services Spectrum

In our journey assisting a diverse range of companies in the financial services industry - from retail banks and fintech banks to payment solution providers and challenger banks - we have consistently encountered some common challenges:

- + Ambitious growth targets
- + Pressure to digitize and implement multi-channel customer service
- + The need for profitability improvement
- + Emphasis on cross-selling in a crowded marketplace
- + Operating within a highly regulated environment
- + Requirements for social monitoring/messaging
- + Long handle times, resulting in high operational costs and reduced profitability
- + Difficulty maintaining high Customer Experience (CX) scores



These challenges highlight the complex landscape of the financial services industry and set the stage for tailored, effective solutions that Mplus has to offer.

Addressing the challenges of the financial services industry requires not just innovative solutions but a proven, systematic methodology. At Mplus, we utilize a holistic approach that starts with a complete understanding of the organization, harnessing this knowledge to train our talented team members and fulfill all business process technology requirements.

# The Mplus Approach to Client Success

In tackling these common challenges and meeting the unique needs of each client, Mplus designed and implemented a comprehensive approach:

## **Detailed Customer Journey Analysis**

We conducted a detailed customer journey analysis for each client. This helped us identify pain points and areas ripe for improvement.

## **Digital Transformation Strategies**

We leveraged digital transformation strategies to optimize customer acquisition processes and enhance the overall customer experience.

## **Process Automation with Otto**

We utilized our Robotic Process Automation (RPA) toolset, Otto, to streamline operations, reduce manual efforts, and improve operational efficiency.

Our process automation is powered by our innovative tools, Otto, and our AI-enabled contact center software, Buzzeasy. Together, they help streamline operations and improve efficiency.

## **CX Transformation Exercises**

Through CX transformation exercises, we enhanced the acquisition process and agent experience. This ensured a seamless customer journey and improved customer engagement.

## **ROI Exercises**

We conducted ROI exercises to measure and drive value from the interventions. This ensured the benefits were quantifiable and aligned with the clients' goals.



## **Personalized Solution Design and Implementation**

We collaborated closely with clients to design and implement personalized solutions. We combined digital transformation, process automation, and CX enhancement strategies to create powerful, effective solutions.

## **Strategic Guidance and Expertise**

We provided strategic guidance and expertise to support clients in achieving their ambitious growth targets. Our insights helped promote innovation and differentiation in their respective market segments.

This methodical yet tailored approach allowed us to create bespoke solutions that address each client's unique challenges and objectives, setting them up for success in their growth journey.



# Achieving Success with Diverse Mplus Clients

Our collaborations with clients across the banking and financial services sector have resulted in significant accomplishments with our unique blend of an experienced team and advanced technologies, including our AI-powered software, Buzzeasy.

## Improved Customer Experience Scores

Mplus clients can **increase CX scores by over 30%**, demonstrating improved customer satisfaction and loyalty.

## Quick Return on Investment

Our programs typically achieve ROI within three months, underscoring the value generated from our interventions.

## Reduced Acquisition Costs

Mplus can **reduce clients' acquisition costs by more than 47%**, leading to greater operational efficiency and cost savings for our clients.

## Skyrocketing Customer Base

Our strategies put clients on track to double their customer base, exceeding ambitious growth targets.

## Increased Self-Service Adoption

**An increase of more than 35% in self-service utilization** highlights the success of our streamlined digital solutions, demonstrating how our strategies can benefit certain clients.

## Improved Agent Experience

Our initiatives significantly improve agent experience, leading to reduced attrition rates and a more motivated workforce.

## Boosted Profitability

Profitability can be significantly increased through additional product sales and enhanced cross-selling capabilities with our strategic interventions.

Let's write your success story together – with Buzzeasy bringing AI capabilities to your business at no extra cost.

**Contact us**  
**today to**  
**get started.**

