



CASE STUDY:

How MacTay Consulting Helped a Global Fintech Enhance Customer Satisfaction (CSAT) and Customer Response Times (FRT) in managing its global customers through our Multi-Channel Customer Solution.

INTRODUCTION

MacTay's Consulting Call center unit partnered with a Global Fintech service provider to deliver tailored Contact Centre solution, designed to improve customer satisfaction and response time to its customer chats. This was executed by a tailored fusion of Up-to-date solution and the clients' existing applications, to maintain a seamless customer experience.

In today's digital-first financial service landscape, customer expectation is higher than ever. Customers demand quick, accurate, and personalized support across multiple touchpoints. For our clients, a fast-growing fintech platform serving millions of users across Africa and beyond—the challenge lay not in attracting users, but in scaling excellent customer support to match their rapid growth.

With the set-up of a robust CRM, provided the right platform for customer interactions, the experience operational support, skilled pool of resources, streamlined solutions and processes, the project has on a monthly performance achieved i.e reduce delays (FRT), improve consistency, and maintain high-quality engagement thus driving retention and higher market acquisition in both local & global market.



CLIENT CHALLENGES – PRE ONBOARDING

Highlighted below are some challenges of the Client as its user base grew rapidly, which was quickly.



Delayed response times (High FRT)



High query volumes
(Resulting in repeated and irate customer)



Inconsistent service quality –
SLA, CSAT & Quality: (As a result of no proper CRM,
Research & collaboration tools)



Limited scalability – (Process design which
lacked proper structure and support for growth
and operational Expansion/flexibility i.e. a
business continuity process)

The net effect was a strain on customer satisfaction and brand perception, two critical areas for any fintech in a highly competitive market.

OUR APPROACH / HOW WE TURNED THIS AROUND

At MacTay, we knew the solution had to go beyond engaging the right resources; it required a strategic Contact Centre framework integration in deployment of applications/solutions to drive efficiency.

- ▶ **Needs Assessment & Process Mapping**
Engaged the Client leadership in mapping out the key bottlenecks on existing applications & processes. This helped both parties to design a solution aligned with the volume, channels, and response expectations.
- ▶ **Contact Centre Deployment**
MacTay designed and implemented a Contact Centre solution, providing trained support consultants who could seamlessly integrate with the client environment. Whilst maintaining the security of the client sensitive data, resources can collaborate, research with both internal & external resource material/support SMEs.
- ▶ **Training & Enablement**
Streamlined sector-based training, Customer Service training to keep the frontline support refreshed and maintain professionalism in every engagement across channels.
- ▶ **Monitoring & Quality Assurance**
Experience sector experience pool of support who on a daily analysis, deep-dive into reviews and RCA analysis of all engagement channels. Huge game changer is the deployment of an AI BOT in the real time analysis reviews and feedback sharing.
- ▶ **Scalable Model**
The Contact Centre was designed to flex with demand, enabling Client to scale support capacity during peak with no impact on CX & Quality of service.

OUR RESULTS

The collaboration produced both immediate and sustainable impact:



PARTICIPANT FEEDBACK

Feedback from Client customer support managers and team leads highlighted key wins:



“The speed at which MacTay’s consultants adapted to our processes was impressive.”



“Our response times have improved drastically, and customers are noticing the difference.”



“MacTay’s model gave us a reliable, scalable framework for managing customer chats—we now feel confident as we expand further.”

ORGANIZATIONAL IMPACT / CONCLUSION

The Client now considers MacTay a trusted partner in their customer engagement journey.

By delivering a Contact Centre integrated solutions, MacTay helped strengthen one of the most critical areas of fintech success: fast, dependable, and empathetic customer support.

This collaboration demonstrates MacTay’s ability to go beyond providing talent—delivering tailored solutions that directly align with organizational goals, enhance operational efficiency, and improve customer experience.