

PAYONE

Introduced a new customer and partner portal to increase customer satisfaction and streamline collaboration



With VRP you can always expect clear communication, commitment to meet project goals and proactive input of ideas for the optimal implementation.”

Rafael Blaschke, Head of Master Data & Contracting

+25%

Partner sales

+39%

Net promotor score

+41%

First contact case resolution

The Challenge

Due to rapid growth, PAYONE needed a convenient & secure way to provide support for their increasing partner and customer base. PAYONE required a solution that was scalable to meet their expanding business.

The Wish

They wished to provide an online portal for their partners & customers giving effective support quickly, as well as easy access to relevant information & documentation. PAYONE wanted to achieve this by leveraging their existing Salesforce Service Cloud contact information and knowledge base to provide personalized experiences and streamline support.

The Solution

PAYONE selected VRP Consulting to advise and then configure both a customer & partner portal built on Experience Cloud (formerly Community Cloud) and integrate this with their existing Salesforce platform. The self-service customer portal provided tools to search PAYONE's knowledge base, create cases and upload necessary documents, while the partner portal adds additional communication channels and up-to-date partner documentation.

The Stages

The VRP Consulting team initiated the project with a series of workshops to obtain an accurate and complete picture of PAYONE's customer & partner needs and requirements. After a thorough analysis, the consultants proposed an accepted plan of a two-stage delivery to minimize risks. The first solution created a foundation with a self-service customer portal, with the second solution expanding to a partner portal.

The customer portal was built using Experience Cloud and leveraged PAYONE's existing Service Cloud infrastructure, customer data and knowledge base. The portal was configured to match their branding, allowing customers to login, search the knowledge base and create support cases where necessary. Customer cases, as well as search queries and analytics, are displayed in the service console enabling support staff to respond quickly with optimized support, as they have access to customer data.

With the Experience Cloud foundation established through the customer portal, VRP Consulting configured the second solution; a partner portal to enable greater communication and increase partner efficiency. The partner portal took advantage of the same support infrastructure and data as the customer solution, but added additional data related to partner issues and resources to boost partner effectiveness. Due to the unique needs of the partner community, this required custom lightning components throughout.

The Result

Thanks to VRP Consulting's work, PAYONE has raised its customer support standards and increased partner performance. Customers are now empowered to find answers regarding support queries on their own and raise cases when required, leading to a 41% increase in first case resolution. Partners can access further support documentation and communication channels resulting in a 25% increase in partner sales.

Company Profile

PAYONE is one of the leading payment providers in Europe and regards itself as a partner to retail. At the point of sale (POS), online or mobile – PAYONE supports merchants and service providers in responding to the increasingly complex challenges of payment processes and sales channels. As a full-service payment service provider, they also ensure quick, easy, secure and virtually invisible payment in the background. Whether credit and debit cards, alternative payment methods, card and automated terminals, e-commerce or mobile payment, PAYONE provides its customers with tailored solutions, while offering maximum security.

PAYONE is a company belonging to Worldline and the Deutscher Sparkassenverlag. The company works for prestigious global brands and small and medium-sized businesses throughout Europe. Its customers include PUMA, Rossmann, vitafy and Sansibar.

| PLATFORM | PROJECT | LOCATION | INDUSTRY |
|---------------------------------|---|----------|--------------------|
| Experience Cloud, Service Cloud | Created and configured a new customer and partner portal to increase customer satisfaction and streamline collaboration | Germany | Financial Services |

**Do you want to deploy a customer or partner portal?
Then contact us today to discuss your individual needs.**