MoneyGram®

CUSTOMER
SUCCESS STORY

SOCIAL CARE OUTBOUND VOLUME	# CUSTOMERS ASSISTED	CONVERSATIONS REQUIRING OFFLINE RESOLUTION	RESPONSE TIME
95% ↑	46% ↑	17% ↓	93% ↓

In 2011, the flood gates opened. MoneyGram was on social media, and whether they liked it or not, customers and prospective customers were coming to them with questions, complaints and feedback. They were not there for their customers. Additionally, because scammers often target money transfer services to perpetrate crimes or launder money, MoneyGram faced the unique challenges of having to protect their consumers, meet compliance standards, and combat potential threats that undermine their customer relationships. The risk was high.

"Changing the way we looked at social media and its contribution to our customer care efforts was a remarkable evolution. Lithium was instrumental in providing us with the exact tool we needed to make the transition smooth and highly successful."

Christina Martin, *Vice President of Digital Marketing*

Goal
Give customers access to a top-tier customer care team, decrease response time, increase effectiveness, streamline a fragmented customer support process, and mitigate risk.

Solution
Strategically combine marketing channel customer support with their global contact center to respond to and resolve issues more efficiently leveraging Lithium Social Web (LSW).

Lithium

What prompted you to seek a new solution?

Because our business consistently deals with fraud and privacy risk, we deemed it essential that our customers have a fast connection to our top-tier customer care team to address their concerns – 24/7/365. Timeliness and effectiveness are key. We also wanted to significantly decrease response time and streamline a fragmented customer support process by enabling our customer support team to directly engage with customers on their preferred social media channel.

How has Lithium Social Web addressed your needs?

Previously, Digital Marketing and Customer Care functioned in distinctively separate "silos." The Customer Care department focused on issues received from the call center. The Digital team was dedicated to addressing communication with the online community to develop relationships and brand loyalty with customers. That's where Lithium came in.

Lithium has enabled our social care program to grow from one person to a team of eight, quickly and effectively, by providing an easy-to-use, single-engagement tool that:

• Meets the unique needs of both marketing and customer care

• Provides one source of metrics and one message internally

• Provides a customer profile and conversation history that protects against duplication of conversations and requests

• Offers scalable workflow management and agent-specific metrics which are essential for staffing, training and performance evaluation purposes

• Enables us to share the voice of the customer back into the business to drive actionable results

What has been the impact on your organization?

The impact on the organization has been significant, highly successful, and has received company-wide recognition and acknowledgement. Now, with the help of Lithium, MoneyGram enjoys the benefits of a cooperative relationship where two previously exclusive business channels can combine their respective expertise to serve the needs of our social media community, quickly & effectively, provide in-channel resolution of issues and realize the potential to convert dissatisfaction into solid brand advocacy. Customer Care now looks at themselves as more than simply a "call center" and has repositioned the department as a "contact center" that can communicate with customers on a variety of different channels. And they are now creating customer service roles that will be primarily focused on social media.

Our compliance, fraud, and security departments also have gained more visibility into our social care program.

What has been the impact on your customers?

Our customers benefit in the ability to communicate directly with customer service representatives via our social media channels to resolve service issues and, at the same time, continue interacting with MoneyGram as a social media community member.

In addition to improved customer experience, the new social care focus has enhanced our ability to protect our customers from fraud activity that involves money transfers. The interaction below shows an actual scenario in which we were able to alert a customer to a possible scam before they became a victim.

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Lindsay Conant, Senior Manager, Digital Marketing Analytics & Social Care

Fraud protection & education

> hi... may i ask where is the nearest branch of your company here in muntinlupa and makati, phillippines?

> Hello ****! We can help you here! Please advise do you need to send or receive funds?

> receive funds...is that i have to pay first before i get money? its from, Nigeria

> Hello ****. Receiver does not pay any additional fees when collecting a transaction via MoneyGram. Please be advised that MoneyGram does not provide send services in Nigeria. We believe that someone might be trying to take advantage of you.

Lithium lithium.com

To learn more about how to manage social at scale, please download the eBook: 8 Essentials for Managing Social at Scale

Lithium | Eight Essentials for Managing Social at Scale