

PEAKS

Beleggen met je wisselgeld

€0,30

€2,70

Case Study
Peaks



ABOUT PEAKS

Peaks is the app that makes investing with spare change possible. Peaks was founded with the idea that it should be feasible for everyone to feel and be financially free. Not just for people who follow and/or trade on the stock market and read The Financial Times. No, at Peaks they believe that anyone who has a bank account, a bit of money and patience can invest. Peaks was founded in 2016 with headquarters in Amsterdam. It obtained more than 15,000 “peakers” (new customers) in the first 2 months of launching its app. In other words, their success has only begun.

PEAKS



CHALLENGES

Peaks approached mplify with the need for an entirely new customer service solution. They also sought our advice on service best practices.

The Dutch Authority for the Financial Markets (Autoriteit Financiële Markten or AFM) is responsible for supervising the conduct of the entire Dutch financial market sector including savings, investment, insurance, loans, pensions, capital markets, asset management, accountancy and financial reporting. When developing any app that deals with finance in The Netherlands, you need to be compliant with their rules. With that in mind, Peaks knew that ensuring encrypted and secure data provided by their customers was of utmost importance. Particularly when launching a new product through multiple channels and actively targeting millennials as one of your key audiences. Ensuring streamlined customer service would have to be a given. Again, all with the central premise that all tools and processes must be encrypted and as secure as possible.



PEAKS

SOLUTIONS

mplify knew immediately it wanted to deliver a smart and personalized support platform to Peaks with Salesforce Service Cloud. Our goal was to assist Peaks to efficiently swarm in on an inquiry and answer it within 30 minutes while also assisting and improving their 1st and 2nd line support processes. In need of Facebook and Twitter integration, Peaks also wanted an expected solution time, per channel, so that it could quickly deal with complaints and have clear deadlines on them. This meant that mplify would need to build a solid and reliable system between Peak's own customer data and Salesforce Service Cloud. Pulling this all together, we would set up email-to-case, omni-channel, email and SLA management for them.

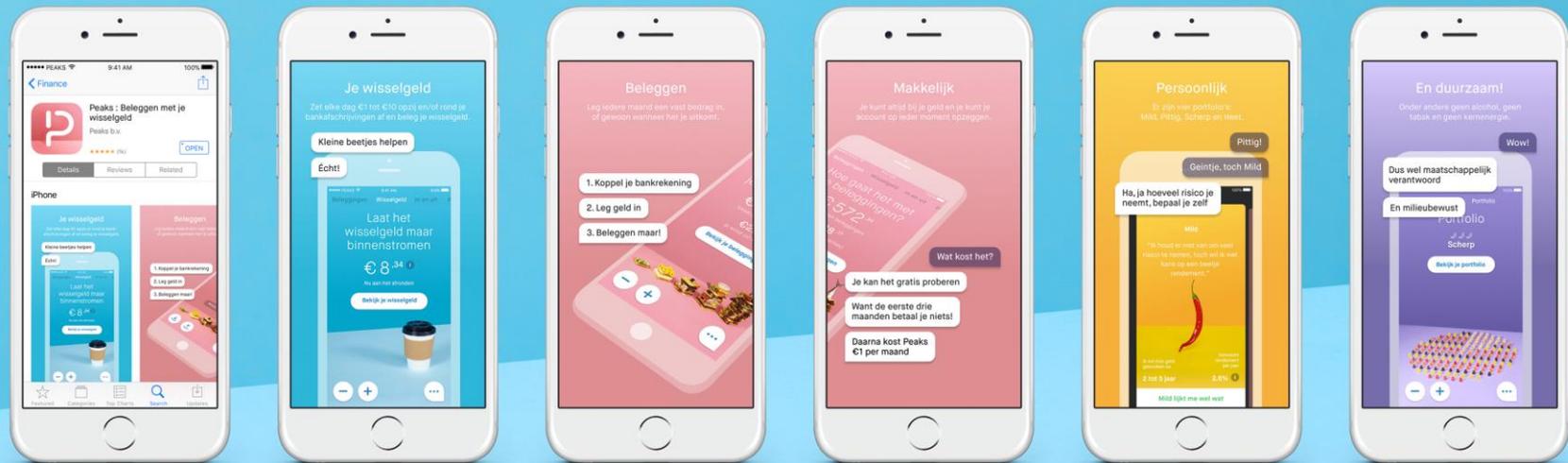


RESULTS

The expansion of FinTech has meant that risk is a factor to be contended with. mplify always approaches its projects knowing security is key and threats certainly aren't decreasing. Peaks can now provide (and track) smart, safe, one-to-one support to its customers through any channel. mplify built a live agent and infrastructure that has helped Peaks to (a) increase efficiency (b) rapidly answer customer queries and (c) improve the overall customer relationship.

With the rapid growth in popularity of the Peaks app and the recently launched Customer Success team at mplify, we will continue to look and think forward with Peaks as their dedicated Salesforce/CRM partner. While Peaks strives to make investing easier, we aim to share our wealth of Salesforce expertise.





Feeling the warmth? Want to know more?

Contact us at: hello@mplify.nl

