

keste

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Customer Success Story:

FUEL GROWTH WITH PARTNER COMMUNITIES

A national provider of employee benefits, payroll, HR and employer services, BenefitMall provides access to affordable, quality workforce solutions to over 200,000 small and medium-sized businesses through its network of more than 20,000 Payroll Partners.

BenefitMall

Challenge

Serving a large network of payroll partners, BenefitMall needed to improve user experience by providing their brokers with features that were lacking in their homegrown legacy system.

- Partners struggled to effectively identify opportunities for up and cross selling
- Users were frustrated by the system's sluggish, disconnected manual and digital experiences, poor communication tools and lack of business intelligence
- High support call volumes indicated trouble with their existing system, and were resulting in steep internal operational costs

Beyond improving service and increasing sales and revenue, the company hoped to lower internal costs and reduce operational support calls by adding self-service capabilities to the partner experience.

Solution

BenefitMall engaged Keste to build an integrated custom partner community that would help brokers to sell more, and faster, with a seamless experience that gives unprecedented visibility into customer accounts and lifecycles, and omnichannel support to provide help where it's needed, when it's needed:

- Custom Salesforce Community Cloud implementation
- SSO omnichannel support, including Live Agent chat, email, web and phone based options
- Multiple API / Batch Integrations
- Telephony integration for one-touch call transfers

With the new partner community in place, brokers have the critical tools they need to close deals, and BenefitMall is better able to attract and retain new partners.

"We wanted to update our outdated broker platform, but the most important part of the project was providing a higher level of transparency to our customers so we could better service them and their clients. Keste's expertise helped us create a way to show our customers we combine our service with technology, far surpassing our competitors."

Project Manager
BenefitMall

Results



Reduction of
Inbound Service
Call Volume



Seamless
Customer
Experience



Reduced
Technology
Costs