

CASE STUDY

SCALING CX
AS CRYPTO ADOPTION
GROWS

Case Study #1: Crypto Exchange/Wallet

A leading blockchain payment processing company, founded in 2011 and headquartered in Atlanta, Georgia, has established itself as the foremost crypto payment processor. The company handles over \$1 billion annually in Bitcoin payment acceptance and payouts, seeing a significant increase in transaction volume. Over the past six months, it processed approximately 334,486 crypto transactions, demonstrating robust growth and market demand. This company facilitates secure and efficient crypto transactions for both small businesses and large enterprises, ensuring seamless crypto payment integration with minimal risk

The Challenge

Our partner was seeking to maintain high-quality customer service amid Bitcoin's rapid growth. The company's initial approach, where all employees handled customer support, was not meant to keep up with the surge in users and transaction activity.

Additionally, our partner was rolling out several new retail, institutional and business features such as Debit Cards, Bill Payments, Gift Cards, Payroll, Billing and Online Payments.

This rapid growth in the business sector saw them powering 60% of Bitcoin merchants. And with that expansion came the need to grow a full service support department.

The Solutions

Our partner had two solutions to address the growth pains they were experiencing. First, they adopted the Payment Protocol (BIP70), This significantly lowered error rates and streamlined the payment process.

Additionally, they expanded their Customer Success team by 500%, creating specialized roles such as Subject Matter Experts (SMEs), Customer Success Engineers (CSEs), and Customer Success Managers (CSMs) to provide more focused and efficient support. These roles helped manage merchant accounts, answer technical questions, and improve overall customer interactions.

The Results

The expansion of the Customer Success team led to a dramatic reduction in response times. Their customer inquiry rate decreased to just 1.4% of invoices needing assistance.

The newly structured team ensured a more robust and scalable support system, capable of handling future growth and maintaining a high level of customer satisfaction. These improvements positioned them to continue delivering exceptional service and support, reinforcing their commitment to customer success in the evolving cryptocurrency landscape.

Solutions We Implemented

Comprehensive Support Structure

Toeshee established, operates, and maintains the entire support structure for a major exchange that also offers crypto business solutions. Our services include outbound, email, phone, and chat support, as well as customer account setup and troubleshooting. By streamlining the support department, Toeshee was able to provide faster and more efficient support services.

Ticketing System Overhaul

Originally, our client's ticketing system involved users filling out a ticket through the wallet, with wait times exceeding 24 hours. After implementing Toeshee's solutions, the response time was reduced to below 24 hours.

Live Agent Call-In Feature

Toeshee introduced a Live Agent Call-In feature, allowing users to speak directly with a support agent. This was a first for our client and significantly improved customer service.



Seamless Transition During Leadership Restructuring

Toeshee ensured uninterrupted online support and customer service while the client underwent a massive company-wide leadership restructuring.



Improved SLA Times

Toeshee helped reduce the Service Level Agreement (SLA) time for customer actions by implementing an efficient ticketing system and a live agent phone call system.