

## CUSTOMER SUCCESS STORY

# OMNI>FUND<sup>®</sup>

Payments as a Platform<sup>®</sup> provider decreases response times, improves communication, and keeps knowledge base fresh.

### PAYING BETTER ATTENTION TO B2B CUSTOMERS

Since 1997, the professionals at OmniFund have been providing simple solutions to complex payment problems for thousands of businesses across the nation, from large *Fortune* 500 companies to small businesses.

Leading the field in data protection and data security, OmniFund clients trust that their sensitive financial data is secure, and merchants have protection from liability and fraudulent charges.

### THE BUSINESS CHALLENGE

OmniFund had been using a help desk software to manage its support operations, but not only was it better suited for a B2C (business-to-consumer) single ticket environment, it was a clunky, time-consuming process to manage OmniFund's robust knowledge base. It also didn't scale gracefully as OmniFund grew, and when the software platform transitioned from on premise to hosted, much of the functionality important to OmniFund was lost.

It is particularly important for the company to efficiently manage and update its very robust knowledge base, keeping it relevant and fresh for its thousands of users. Its previous help desk software was not keeping up with these demands.

CEO Stacy Roderick knew they had to make a switch and discovered that only a true B2B (business-to-business) customer support software would enable the types of communications the company wanted to offer its customers. *"When I found TeamSupport, its website gave a thorough account of the solution and clearly explained the functionality,"* she said. *"I could tell we would be able to accomplish all of our B2B customer support goals."*



*"It's important to us at OmniFund that our customers feel heard and that we are proactive in setting expectations for time to resolving issues. The notifications from TeamSupport help us manage the support teams and track SLA warnings and response rates."*

**JACK FISHER**  
Customer Support Manager

## IT'S ALL ABOUT THE RESULTS

Since implementing TeamSupport, OmniFund is able to provide exceptional service, a fresh, relevant Knowledge Base, and clear communications for its B2B customers.



## SOLUTION-DRIVEN IMPACT

Manage and update extensive **Knowledge Base**

Track SLA warnings and response rates with **notifications**

**Enhanced collaboration** between support and product development

Ability to **add screen shots and media** to tickets

Invaluable monthly **TeamSupport University** webinars

## WORDS OF ADVICE FROM OMNIFUND

“Know your customer support response times so you can improve them. And look for a B2B customer support solution that has a quick response time with your own support team. That will say a lot about the solution provider you are considering.

“Make sure the provider you are considering serves as a true business partner and will be a champion for your business. TeamSupport works closely with us to come up with solutions to problems and provide solutions that we didn't know we needed and now can't live without!

“Your provider should assign you a dedicated Success Manager to guide you through how to use the solution to maximize its benefits. You want to feel like your voice is heard and your business is valued.”

## AWARD-WINNING SOLUTION

