

CUSTOMER EXPERIENCE >> FINANCIAL SERVICES

From 75% to 85% CSAT and Attrition Cut in Half.

How Amalga turned around CX for a U.S. digital payments platform, raising CSAT by 10 points and cutting attrition below 5% in six months.

THE CHALLENGE

CSAT Below Target. Attrition Above 8%. 6 Months To Turn It Around.

A U.S.-based digital payments platform was failing to hit its own CX benchmarks as customer satisfaction dropped to 73–75% against an 85% target.

Compounding the issue, rising agent attrition climbed past 8%, creating a costly cycle of constant recruiting and inconsistent service that severely hindered case-handling capacity.

THE SOLUTION

A Structured CX Turnaround Built On People, Process, And Performance

- Aligned training and weekly performance calibration directly with CSAT drivers.
- Implemented skill-based routing and smarter queue prioritization to reduce handle time.
- Launched real-time dashboards and weekly KPI reviews to sustain long-term growth.

THE RESULTS



“Working with Amalga was straightforward and efficient. They helped us secure great customer support that fit our needs perfectly. The onboarding process was quick, we are very happy with the experience and would gladly recommend them to others.”
– Global Growth Lead

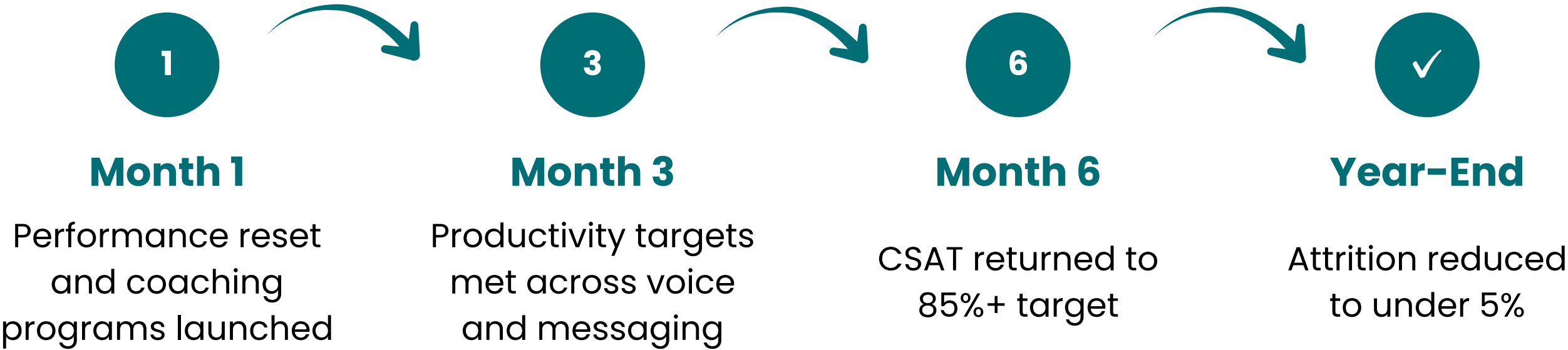
AT A GLANCE

INDUSTRY
Financial Services / Fintech
LOCATION
United States
SERVICES
Omnichannel CX, Voice and Messaging Support
TEAM DEPLOYED
5 Specialists
SERVICE MODEL
Managed Services • BPO
LANGUAGES
Bilingual (EN/ES)
MONITORING
Real-Time Dashboards · Weekly KPI Reviews

KEY TAKEAWAYS

- ✓ CSAT lifted from 73–75% to 85%+ and held above target
- ✓ Agent attrition cut from above 8% to below 5%
- ✓ Full turnaround delivered in six months
- ✓ Productivity targets met across voice and messaging
- ✓ QA and coaching frameworks embedded as permanent standards

RESULTS TIMELINE



Ready to See Results Like These?

We'll Audit Your
CX Operation for Free

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