

SCALING AN INFRASTRUCTURE FOR 2 MILLION USERS TO 179 MILLION

CASE STUDY



PTP developed a custom, centralized contact center system that made interactions easier for both customers and agents.

Customer, front office, and back office data are now fully integrated, resulting in a thorough view of the customer.

THE CHALLENGES PAYPAL FACED

PayPal grew from two million to over 179 million users in just seven years. While explosive growth is a welcome problem, PayPal faced challenges in infrastructure and regulation. PayPal's telephony system was outdated – separate from chat and email – and call routing couldn't handle the volume of customers' needs, leading to massive call backlogs and abandonment. Agents were working with disparate customer data, lacking historical and real-time customer profiles. PayPal wanted to modernize their system with multiple communication channels for customers to avoid transfers. On top of that, PayPal needed to comply with federal, state, local, and international regulations, regarding payment processing and personally identifiable information handling.

THE RESULTS

PTP implemented an open-standards, interactive voice response (IVR) system, allowing PayPal to accommodate rapid, continuing growth, and focus on delivering quality customer experiences. The IVR improved call routing, eliminating transfers and abandoned calls, and a custom app for mobile payments and connecting with customer service led to increased multichannel capabilities. →

A ONE-TOUCH SOLUTION AND TRANSPARENT CUSTOMER VIEW

The IVR improved call routing by getting customers to the correct departments without needing to be transferred and potentially abandoning calls.

To further increase scalability and multiple channel utility, PTP developed a custom app for mobile payments so that users could have more means of using PayPal as well as a new way to connect with customer service.

ABOUT PAYPAL

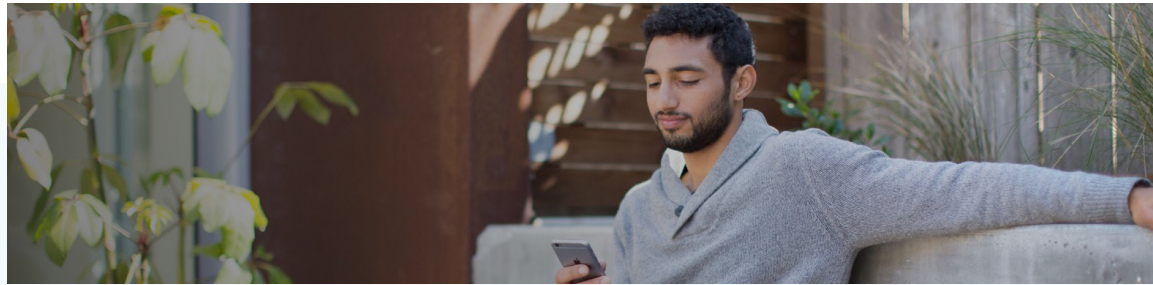
Established in 1998, PayPal is one of the world's largest Internet payment companies. The company operates a worldwide online payments system that supports online money transfers and serves as an electronic alternative to traditional paper methods like checks and money orders.

LEVEL OF REACH

179M
CUSTOMERS

15M
MERCHANT
ACCOUNTS

+300K
CUSTOMER
INTERACTIONS DAILY



CHALLENGES

Rapid growth in customers, interactions, and call volume across multiple channels

Outdated computer telephony integration (CTI)

Disconnected systems, data, and call routing

PTP'S SERVICES

Assessment and solutions for technology, task management, and contact center gaps

Implementation of integrated desktop

Development of custom apps for real-time fraud detection and mobile payments

"PTP has been an integral partner as we have grown and improved the way we engage our customers. Our shared vision of a connected, transparent customer view enabled us to implement solutions that drove internal efficiency for increased customer engagement and revenue... Their strategic & tactical expertise allows us to be forward thinking as we continue our transformation."

Bill Sole — Director of Global Enterprise Technology, PayPal