SureTrader

Summary

SureTrader needed to increase the quality and scale of its customer support, whilst accommodating sustained growth and preparing for a new brand launch.

The Challenge

As one of the leading global online stock trading platforms, SureTrader's mission is to ensure its clients have access to the best online platform that makes trading stocks easy - at an affordable price. As a company which is laser-focused on improving its service to customers and achieving commercial growth, investment in customer-centricity was absolutely key to success for SureTrader.

Customers of SureTrader needed their issues solved instantly, and resolving these issues was vital in successfully retaining clients and sustaining commercial growth. If issues aren't resolved swiftly, customers can easily churn, and budget spent by marketing on customer acquisition is effectively wasted.

Prior to using Deskpro, SureTrader were relying on Livezilla, another customer support software solution to manage an overwhelming number of incoming tickets and live chats from clients using their platform on a daily basis.

Janay Pyfrom-Symonette, CMO at SureTrader describes the state of customer support prior to using Deskpro:

"We were using another helpdesk and ticketing system, which didn't quite meet our rapidly changing needs. It was a desktop application that couldn't be accessed using a web browser, which made it difficult for IT teams to implement and maintain."

The Livezilla helpdesk also lacked appropriate reporting capabilities that were critical to the continual improvement of SureTrader's customer support operation. "We needed something that could help us understand our customers a lot better." comments Pyfrom-Symonette. "We want to be able to know how clients are interacting with our support team, so we can make meaningful improvements to the service we provide."

The customer support team at SureTrader were also struggling to handle the significant volume of chats they would receive on a daily basis. This was due to their helpdesk being unable to support several live chats and tickets for each agent a any given time.

About

SureTrader is a leading international online stocks and options trading platform that makes trading stocks online easy. It has over four thousand current clients, with the platform currently processing between 15,000 to 20,000 trades per day, and is a division of Swiss America Securities.

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Janay Pyfrom-Symonette
CMO, SureTrader

Deskpro

The Solution

"The real challenge was finding helpdesk software that met all our requirements in terms of features and capability, as well as being robust and versatile enough to handle the volume of chats we deal with," explains Pyfrom-Symonette. "We were also experiencing rapid growth as a business, and desperately needed something that could scale with ease."

SureTrader initially opted for an on-premise deployment of Deskpro, but soon realised this option was unsustainable without an overwhelming amount of extra investment in system administration capability. Thankfully, SureTrader were able to switch seamlessly to Deskpro Cloud with ease, which better suited their needs.

The Benefits

After implementing Deskpro Cloud, Pyfrom-Symonette and her team soon began to find that they were appropriately equipped to handle the once overwhelming number of chats from SureTrader customers.

"Firstly, the accessibility and feel of the helpdesk interface made it a lot easier for our agents to work," begins Pyfrom-Symonette. "The interface felt familiar to everyone, and it became easy to manage several tickets and chats at any given time."

As Deskpro was much better suited to processing and managing a large number of support interactions, the quality of SureTrader's customer support started to quickly improve. "Once we adopted a helpdesk that was fit for our specific needs, the impact on our human resources was greatly reduced," says Pyfrom-Symonette. "This gave agents the room to focus on the quality of our support interactions, rather than the quantity."

In addition, SureTrader immediately started to make full use of Deskpro's rich reporting features, which illuminated valuable insights into how the customer support team were performing.

"We use the custom reports in Deskpro to make sense of our agent's performance at an individual and team level," explains Pyfrom-Symonette. "We focus on productivity KPIs, and thanks to Deskpro, we can see exactly how many tickets or chats agents are handling or solving each day, week, or month. We also segment our reports my department to make it easier for managers to do their job."

After using Deskpro for over a year, Pyfrom-Symonette and her team have established a new benchmark for the quality of support SureTrader can offer its customers, with the additional peace of mind that their helpdesk can grow as the company does. "The diversity within the Deskpro platform has been absolutely essential in allowing us to provide customer support at speed, scale - and with a high level of quality," tells Pyfrom-Symonette.

Customers

20,000+

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Janay Pyfrom-Symonette
CMO, SureTrader

Chats per month

10,000

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Janay Pyfrom-Symonette, CMO, SureTrader

The Future

As SureTrader continue to build on their recent growth, Pyfrom-Symonette and her team are preparing to expand their offering to the European market. "We're launching a new brand of SureTrader that will attract European clients," says Pyfrom-Symonette. "We're happy to know that Deskpro's multibrand capability allows us to use exactly the same helpdesk for our new venture. It really reduces complexity."

"We're also really excited about the upcoming 'Voice' release for Deskpro. We currently handle over five thousand calls per month, and our current phone solution is complicating operations for us. We can't wait to have a phone support system that is fully integrated with our helpdesk."

"Using Deskpro, you can quickly see exactly how much work goes into the software. I would definitely recommend it to my peers, as the power of the platform has been key in allowing us to provide the level of customer support our customers expect and deserve."

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Deskpro