

How Papaya Pay Autonomously Answers 90% of Customer Inquiries With Maven AGI

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90%

inquiries answered autonomously via chat

70%

first contact resolution rate

50%

reduction in cost per ticket



Jeff Ho
VP OF OPERATIONS

“Customer support is often a tradeoff between quality, speed, and cost. But with Maven, we don’t have to compromise. We can give our customers the very best support while keeping our team lean.”

INTRODUCTION

This leading fintech partnered with Maven AGI to scale their support team’s efficiency, without sacrificing their quality touch.

Challenge

Scaling Bespoke Customer Support Without Increasing Headcount

Papaya Pay’s number one mission is to reduce the stress and anxiety Americans feel when they pay their bills. So, when customers need help using their bill-paying technology, Papaya’s support team is on standby, ready to serve. But the company was also growing fast. As Papaya brought on more users, support requests naturally began to rise.

VP of Operations Jeff Ho quickly realized that Papaya’s existing help desk platform wasn’t scalable, and that training it to give the most accurate answers was too heavy a lift for his nimble team.

To prepare the platform for crucial support situations, like account setup issues and transaction failures, the team had to create countless decision trees of “if-then” scenarios. This constant upkeep made it harder to manage their growing queue and ate into their bandwidth for higher-touch support tasks (like bill payment issues).

Jeff wanted to keep his team lean as Papaya scaled, so he knew it was time to upgrade to a more powerful support platform. Specifically, it was time to adopt an AI-powered solution.

So, he searched for an AI-native support platform that could:

1. Learn Papaya’s answers with minimal handholding
2. Autonomously resolve most inquiries in the first response
3. Meet the same quality standards as Papaya’s human support reps

Luckily, one of Papaya’s investors soon recommended a solution that ticked every box: Maven AGI. After just one demo, Jeff knew he had to get in on the action.

“Teaching our previous support tool to accurately respond to customer questions took constant upkeep. Maven’s LLMs catch on much faster.”

Solution

Giving Faster, More Accurate Answers With Agent Maven™

After a guided onboarding, Jeff’s team deployed their own version of Maven’s savvy AI agent, Agent Maven™, across Papaya’s in-app chat channel. And it started resolving customer inquiries from day one.

The time savings were immediate. Jeff’s team no longer spends hours creating and maintaining endless automation rules. Thanks to Maven’s integration with Papaya’s support documentation and FAQs, all the team’s de facto knowledge manager Jordan Dragos had to do was feed Agent Maven™ plain text, and it was ready to tackle every support scenario within just 3 weeks.

Whether it’s fielding questions about account setup or transaction errors, Agent Maven™ promptly spins up thorough and accurate responses to most of the growing number of tickets. And because these first responses are so spot-on, inquiries are usually resolved without any extra back-and-forth.

“Knowing the agent can answer questions without intervention from our team has been an absolute game-changer,” Jeff explains. “Now, we can confidently tackle higher ticket volumes without testing our customers’ patience, or taking time away from more hands-on support cases.”

Even better, Jeff knows the agent delivers the same gold-star service as Papaya’s human reps. Because Maven’s user-friendly dashboards give his team 360-degree visibility into its every move, they can see how Agent Maven™ performs on key metrics like first contact resolution and deflection rates. Plus, the team can monitor exactly how customers feel about the agent’s services, both individually and as a whole. They can even gauge where the agent’s answers aren’t quite hitting their quality mark and update Papaya’s support documentation to improve future responses.

Of course, as much as Jeff appreciates Maven’s powerful agent and actionable performance insights, his favorite thing about the partnership is access to a live support team. Between email updates, regular calls, and a Slack Connect channel, support reps are always available to help out with any technical questions. In fact, Jeff says their dedicated success manager Derek Ford knows Papaya’s support function so well that he’s come to feel like an extension of the internal team.

“Maven is a must for any growing business that doesn’t want to skimp on support. Outsourcing inquiries to their AI agent has cut our cost per ticket in half.”

Results

Boosting Customer Satisfaction With 70% First Contact Resolution Rate

With Maven, Papaya transformed their support operation into a scalable workflow that can evolve right alongside their revolutionary app. Today, Jeff’s team provides twice as many customers with a seamless and stress-free support experience - on the same headcount, no less.

The results speak for themselves:

- 90% of inquiries answered autonomously via chat
- 70% first contact resolution rate
- 50 hours saved per week on support tasks
- 50% reduction in cost per ticket

What’s next for the partnership? Since the chat channel was such a success, Jeff plans to deploy Agent Maven™ across email by June 2025 and phone by the end of Q3. Maven empowers his team to tackle their support queue faster than ever, and raise the customer service bar even higher. Needless to say, this potent combo promises to play a central role in Papaya’s explosive growth.

“Maven isn’t just a vendor; it’s like an extension of our internal team. And at the rate the team is launching new products, I have no doubt Maven will continue to support our own rapid growth.”

Pain Point

At a time of rapid growth for the company, customer experience teams needed to scale fast, while keeping team lean.

Key Features

- Agent Maven on Chat
- Agent Maven on Email (adopting soon)

About Company

Papaya Pay makes paying bills as easy as snapping a photo. Their frictionless mobile app empowers users to pay any bill in seconds—no phone calls, no snail mail, no complicated web portals. Since launching in 2016, Papaya has racked up 115k+ App Store reviews and raised over \$65M in capital.