

How Rho is Revolutionizing Fintech Support with Maven AGI

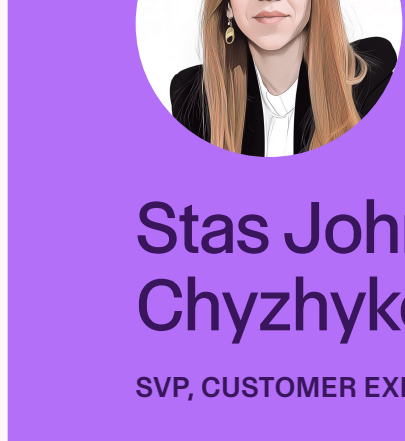
8/20/24

95%

CSAT

12%

Increase in monthly contacts



Stas Johnson-Chyzykov
SVP, CUSTOMER EXPERIENCE

“The accuracy and speed with which Maven answered fairly complicated technical questions made it impossible for me to look away. Everything else I saw wasn’t quite ready for prime time.”

INTRODUCTION

Rho implemented Maven AGI’s Zendesk-native AI Copilot to improve the support team’s ability to deliver customer delight by reducing time spent on routine activities, focusing on high-complexity tasks, and enhancing overall efficiency.

Highlights

Maven AGI Copilot helped Rho maintain a 95% CSAT, support a 12% increase in monthly contacts and add capacity for high complexity investigations without increasing headcount

- Rho implemented Maven AGI’s Zendesk-native AI Copilot to improve the support team’s ability to deliver customer delight by reducing time spent on routine activities, focusing on high-complexity tasks, and enhancing overall efficiency.
- Maven’s AI provided context-rich, real-time responses, significantly reducing the time agents spent on issue resolution, improving efficiency, and enhancing response quality.
- Rho achieved 95% CSAT while supporting a 12% increase in monthly contacts without increasing headcount, and improved internal training and knowledge sharing, as employees across departments used Maven for ongoing education.

Pain Point

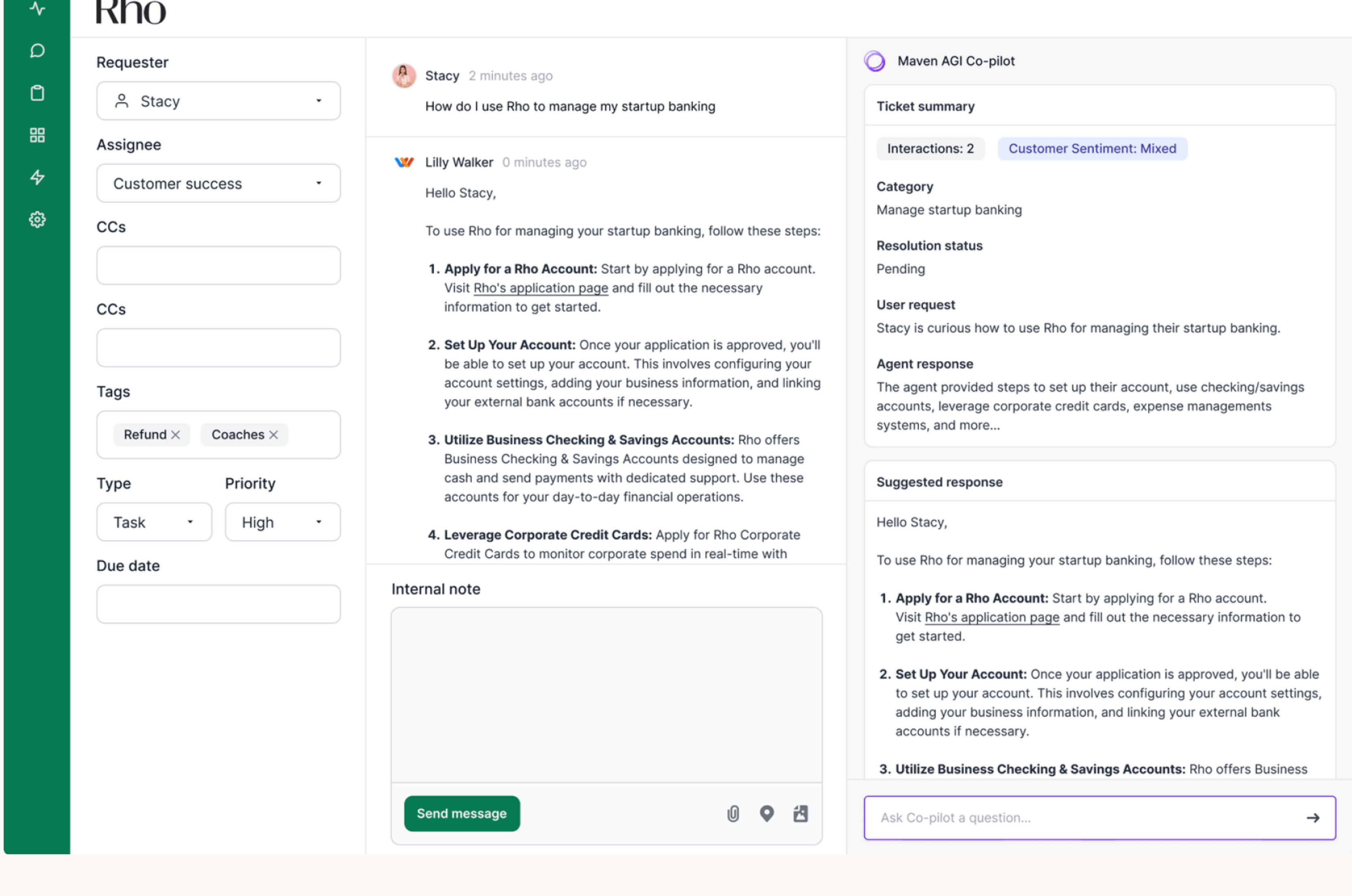
Maintaining exceptional customer support without sacrificing efficiency while scaling and diversifying its customer base.

Key Features

- Maven Copilot

About Company

Rho is on a mission to eliminate the friction from business finance for startups, SMBs, and mid-sized companies. By offering an integrated suite of solutions - including banking, corporate cards, accounts payable, and treasury management - Rho simplifies financial operations, enabling its clients to focus on growth.



Delivering Frictionless Finance with AI-driven Excellence

Rho is on a mission to eliminate the friction from business finance for startups, SMBs, and mid-sized companies. By offering an integrated suite of solutions - including banking, corporate cards, accounts payable, and treasury management - Rho simplifies financial operations, enabling its clients to focus on growth. However, as Rho scaled and diversified its customer base, maintaining exceptional customer support without sacrificing efficiency became a challenge.

Reimagining the Banking Experience with Generative AI

To address this, Rho set out to optimize its customer support team by reducing the time spent on repetitive tasks and refocusing on complex, high-impact issues. Their strategy aimed to not only lower operational costs but also to deliver faster and more satisfying customer experiences.

“Our goal is to optimize our team's focus on high-complexity tasks, where their expertise can truly shine, by minimizing time spent on mundane activities. Leveraging technology to achieve this efficiency not only reduces costs but also enhances customer satisfaction through quicker service.”

— Stas Johnson-Chyzykov, Rho

Empowering Support Teams with Maven’s AI Copilot

Rho explored multiple AI solutions to enhance their support operations, but nothing quite matched what Maven AGI offered. Maven's AI Copilot impressed Rho from the outset, standing out for its accuracy, ease of use, and seamless integration. The real-time demonstration of Maven's capabilities—accurately answering complex technical questions—made it clear that Maven was the right fit for Rho's high-performance standards.

“You guys made the decision very easy for us. The accuracy and speed with which Maven answered fairly complicated technical questions made it impossible for me to look away. Everything else I saw wasn’t quite ready for prime time.”

— Stas Johnson-Chyzykov

The integration of Maven's AI Copilot into Rho's support system transformed how the team operates. By providing immediate, context-rich responses, Maven enabled support agents to resolve issues faster and more efficiently. Agents no longer have to sift through vast knowledge bases—instead, Maven synthesizes information and suggests resolution steps in real-time.

“The Copilot is much more than just a productivity booster. It’s an extension of our team, enriching our capacity to engage and solve problems effectively. It integrates seamlessly into our communication style, supporting our experts by delivering knowledge precisely when it’s needed.”

— Stas Johnson-Chyzykov

Improving Support Efficiency and Quality with Maven

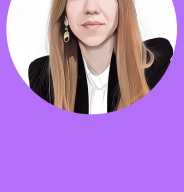
Initially, Rho viewed Maven as a tool to enhance efficiency by speeding up routine support tasks. While that expectation was met, Maven delivered far more than anticipated. It significantly elevated the quality of responses, ensuring agents provided more accurate and comprehensive solutions.

“One of the biggest surprises was the improved quality of our ticket resolutions. Maven’s recommendations are more precise, resulting in better answers and faster resolutions. The AI even helps our agents with language assistance, which has improved the clarity and professionalism of responses.”

— Stas Johnson-Chyzykov

What truly stood out was Maven's unintended role in team enablement. Beyond support, teams across Rho—including sales and marketing—began using Maven to educate themselves on Rho's products and internal processes. Maven evolved into a company-wide knowledge engine.

“Maven unintentionally became a tool for team enablement. Teammates across departments use it to continuously educate themselves about Rho, ensuring they are up-to-date on everything. It’s now adopted beyond just the support team.”



Stas Johnson-Chyzykov
SVP, CUSTOMER EXPERIENCE

Ensuring Security and Accuracy in Fintech

For Rho, operating in the fintech sector means security and accuracy are non-negotiable. Maven's ability to consistently provide reliable data without misinformation was crucial in maintaining the trust and integrity of Rho's operations. Its user-friendly interface and collaborative onboarding experience ensured a smooth and effective integration.

“Maven stands out for its level of accuracy. It never gave us incorrect information—if it didn’t know something, it simply told us. That reliability, combined with its easy integration and collaborative onboarding process, made it a true partner in our efforts.”

— Stas Johnson-Chyzykov

By delivering accurate and secure information, Maven has helped Rho avoid costly mistakes and ensure compliance with stringent regulatory standards, crucial in the high-stakes fintech environment.

Building the Future of Support and Automation

Looking forward, Rho sees Maven playing an even larger role in their customer experience. The goal is to offer customers self-service options that are as powerful and seamless as those experienced by Rho's support agents today. The next phase includes expanding Maven's capabilities to proactively assist users and integrate deeper into Rho's client interactions.

“The future is exciting. We want to make Maven a choice for our users, allowing them to self-serve where possible, while still having access to our expert team when needed. It’s the next frontier in how we can improve our issue deflection and overall support experience.”

— Stas Johnson-Chyzykov

Since implementing Maven, Rho has significantly improved its support processes, cutting down on time spent on routine tasks and allowing agents to focus on more complex customer needs. This partnership has transformed Rho's customer support strategy, enabling their team to deliver better, faster, and more precise service. Maven's automation and AI capabilities have helped Rho maintain the highest standards of security, accuracy, and customer satisfaction—critical elements in their continued growth. As Rho continues to evolve, Maven will remain at the heart of their support innovation, helping them deliver seamless, reliable financial solutions to businesses.