



CASE STUDY

Giving Context to Conversations With an Intelligent Phone System

How Adyen's customer support simplifies global payments with Aircall and Zendesk

The Challenge

Adyen has become the leading Payment Service Provider for brands like Airbnb and Spotify, and needed a customer support structure to handle such a large and complex customer base. Answering global inquiries with efficiency and empathy means speaking directly to the customer on the phone. While the phone is a useful ally, the antiquated tech they were using wasn't a good fit for the fast-scaling business Adyen had become. They needed a more automated solution and one that connected to Zendesk in order to give reps more context to customer conversations.

“ We were literally typing while holding desk phones between our shoulders and ears. It was not a very healthy or sustainable solution. ”

The Solution

Aircall offered Adyen an elegant and modern phone system that met three important criteria: Easy Implementation, flexible structure and actionable insights. With payments processing 24/7, Adyen didn't want to sacrifice even a day of service time for switching phone systems. Aircall's fast set up allowed service representatives to stay connected to customers with minimal down time. Adyen also values Aircall's self services model, meaning they can create international numbers, add users, and adjust call structures instantly without relying on the IT department. Previously, Adyen's support teams had to collect phone data through a lengthy auditing process, but this labor-intensive task has now been optimized using Aircall's analytics features.



AT A GLANCE

- Amsterdam based FinTech mobile app founded in 2006
- Passed over €1 billion in revenue in 2017
- One of Europe's largest technology IPOs, 2018
- Customers like Spotify and Airbnb

AIRCALL SOLUTIONS

- One-click integrations with all your business tools
- International numbers, added in minutes
- Actionable reporting and analytics

WHY AIRCALL

- Easy to set up and manage
- User-friendly interface
- Global team with offices in Europe and US

CONTACT@AIRCALLIO

The Results

Aircall's intuitive integration with current customer support tools added another layer of intelligence to Adyen's operations. Aircall's Zendesk integration provides the necessary context to have productive and personalized support conversations. Every call is automatically logged to the correct customer profile, including call data such as date/time, agent notes, and a link to the complete call recording. Furthermore, repeat callers' history will be displayed in Zendesk the instant a call starts. This shared knowledge allows Adyen's customer support team to provide accurate and insightful consultations — whether the call is answered at their Amsterdam or Singapore offices. This access to data helps the Operational Support team make smarter, more informed decisions.

“Aircall's startup mentality and tech-first approach was something we recognized.”



Uses analytics to create even smarter call assignment rules



Access to call data helps provide accurate and insightful consultations



Synced with Zendesk and the decision tree to guide reps in finding answers

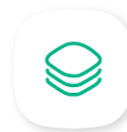
“The team at Aircall was very responsive — helping us find workarounds and discussing how functionality could be added to the product roadmap. We understand the ‘no is not an answer’ mindset!”

Lisanne Van Kessel – Operational Support Team Lead, Adyen

About Aircall

Aircall is the cloud-based phone system of choice for modern brands. Scaling businesses across industries choose Aircall for its simple set-up, seamless integrations, and proven quality. With Aircall, sales and support teams can have meaningful and efficient phone conversations.

Aircall is headquartered in Paris and New York, and is trusted by thousands of companies worldwide.



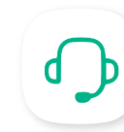
Easy to set up and scale



Beautiful and intuitive UI



Connected to all your tools



Proven call quality