❀ **Rain**

CASE STUDY

# How Rain provides exceptional customer experience, builds trust and client loyalty

**First regulated crypto asset platform in Middle East**

**Improved client attraction and retention**

**Doubled response rate to customer satisfaction surveys**

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Right now, crypto customers come in with their guards up and that is our biggest CX challenge. If that first interaction has one question mark in it, you stand a good chance of losing that customer.

**Kareem Mazhar,**
Global VP of Customer Experience, Rain

**Medallia**

# Focusing on customer needs to drive innovation

## SUMMARY

Rain, a crypto asset brokerage based in the Middle East, wanted to provide a safe crypto experience, differentiated through exceptional customer service.

To achieve their customer service goals, Rain wanted a partner with deep experience in process automation and digitalization, and who could grow with them as they transform their client-centric approach to customer service.

Rain's Project Humanize leverages Medallia Agent Connect to increase the personalization and empathy of automated responses, doubling the response rate for customer surveys.

By automating processes and integrating Medallia's Contact Center suite with other tools, Rain is improving agent efficiency, helping to strengthen loyalty and trust with their clients.

Rain is a crypto asset platform that enables customers across the Middle East to buy, sell, swap, and store more than 40 different crypto assets. Founded in 2017, the company is the safest, trusted, and first regulated crypto asset platform in the region. Delivering security and services to the standard of traditional financial institutions are core business objectives for Rain. With a primarily online service model, the leadership team's mission is to provide a safe, accessible, and simplified crypto asset experience, differentiated by exceptional and always accessible customer service.

Many crypto asset platforms tend to lean more towards technology features and a predominantly digital interaction with their customers. Rain's founders worked as customer service agents early in their careers and want to ensure that their customers can always speak to a live human 24/7 as they expand across the region. With services currently offered in three languages and multiple geographies, the company is making substantial investments in agents, training, and supporting tools, to ensure a best-in-class customer experience.

In a largely unregulated industry, crypto customers tend to have multiple accounts with different companies and exchanges. Rain wants to be the "gold standard" for crypto service and a reference model that others aspire to. In a market with high volatility and significant uncertainty, Rain wants customers to feel safe, and know that they are going to be heard and their issues resolved.

Potential crypto customers often start off quite skeptical and with their guard up, which is the industry's biggest customer experience challenge. If that first interaction has even one question mark or concern, there is a strong chance of losing that customer. Kareem Mazhar, Rain's Global VP of Customer Experience, acts as the voice of the customer within the leadership team. As they look at daily operations, optimizing processes, or implementing new features, he asks "What is the impact on customer experience, how will these changes affect signup, purchase, or withdrawal of funds?"

## Automating processes and coaching agents to offer best-in-class customer service



Right now, crypto customers come in with their guards up and that is our biggest CX challenge – if that first interaction has one question mark in it, you stand a good chance of losing that customer. If you do customer experience the right way, you actually gain everything else that you're looking for.

Kareem Mazhar,
Global VP of Customer Experience, Rain

Rain's executive team and customer experience leaders wanted a technology partner who could help them achieve their goals, not just a vendor/buyer relationship. Unlike other financial markets and exchanges with defined opening and closing times, crypto is a 24/7/365 market. To achieve their customer service goals, Rain sought a partner with deep experience in process automation and digitalization, who could grow with them as they transform their client-centric approach to customer service.

In early 2021, Rain selected Medallia as a customer experience partner and deployed Agent Connect to provide feedback and coaching to customer service teams in the contact center. Agent Connect fits perfectly with their dynamic, fast-paced environment, integrating seamlessly with Zendesk and playing well with other tools. Implementation was quick; Rain's customer service agents found it easy to learn, and the system offered a high level of flexibility, customization and, most important to Rain, advanced personalization.

An important aspect of this partnership is Medallia's customer success teams. More than a service and support role, these individuals help Rain understand the full range of Medallia's capabilities, which features they are not using optimally, and generally help them get the best out of the tools they have paid for.

When Rain started their customer service and experience team, they had few key performance indicators (KPIs) defined and a lot of manual tasks required to monitor customer interactions and identify areas for improvement. Managers would read transcripts of every interaction for every agent weekly and provide individual coaching when they noticed an issue, which was clearly not scalable. The Medallia team and Contact Center  suite helped Rain build a more effective training and coaching system, automating a lot of manual work and enabling them to dig deeper into areas of dissatisfaction. Rain now has automated service scoring and visible rewards and celebrations to encourage friendly competition between agents. Agents are empowered to deliver best-in-class customer service and connected with the information and support they need to act quickly and decisively.

## Using personalization and empathy to inspire trust and loyalty

The biggest customer service gains enabled by Medallia is an initiative that Rain calls "Project Humanize". The objective of this project is to increase the level of empathy and personalization in automated responses so that customers feel like their voice is being heard. Rain's team revised the questions they ask clients, moving away from excessively scripted replies and canned responses, making them more relevant and empathetic. These changes doubled the response rate to customer surveys. Customers are now leaving more open text comments, and as a result, Rain has a much clearer picture of current issues and attitudes.

Increased automation and integration have also had a significant positive impact on both Rain's staff and their customer satisfaction ratings. By eliminating a lot of manual forms and processes, operations are more efficient and agents have far more up-to-date information. Interactive reports enable leaders to filter or drill down by team, country, or issue. With access to real-time feedback, managers can easily identify and act on meaningful coaching opportunities with their agents, helping them dig deeper into customer dissatisfaction, and identify when a process is at fault.

One of the hardest parts of any change is changing the underlying culture. In partnership with Medallia, Rain has changed how they make customer service decisions, they ask more often what they could have done better, and are making agents hungry for recognition and appreciation. Agent training and coaching now focuses a lot more on empathy, and detailed customer responses are great for identifying strengths and coaching for weaknesses of each individual agent. Combining automated response scoring and Medallia's application integrations, 5-star responses are immediately posted to the appropriate Slack channel, providing steady encouragement to the team and immediate recognition of top performers.

## Looking forward to the future

Rain's leadership team is excited about their future opportunities with Medallia. Having also launched Medallia Digital Suite, teams can now understand why customers are calling into the contact center and improve that journey for an overall better customer experience.

**About Us**

Medallia is the pioneer and market leader in customer, employee, citizen, and patient experience. As the leading enterprise experience platform, Medallia Experience Cloud is the mission-critical system of record that makes all other applications customer and employee aware. The platform captures billions of experience signals across interactions including all voice, video, digital, IoT, social media, and corporate-messaging tools. Medallia uses proprietary artificial intelligence and machine learning technology to automatically reveal predictive insights that drive powerful business actions and outcomes. Medallia customers reduce churn, turn detractors into promoters and buyers, create in-the-moment cross-sell and up-sell opportunities, and drive revenue-impacting business decisions, providing clear and potent returns on investment. For more information visit **http://www.medallia.com**.

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