

Reduce Your Ticket Response Time



Introduction

Since 2021, GMoney, a healthcare finance platform, has leveraged technology to help hospitals and patients reduce their medical expenses. Whether it's low-cost EMIs or revenue cycle management, GMoney provides services that make healthcare affordable and accessible for everyone.

Challenges and objectives

When you're helping people pay their medical bills, support issues must be resolved as quickly as possible. When Darshan Patodi, the Director of Strategy and Growth at GMoney, realized tickets were going unnoticed, he knew it was time to upgrade their customer service system.

"We were a little spread using WhatsApp, emails, and voice calls," he said. "We needed to bring in visibility, accountability on response TATs, and reduce overlapping threads across teams." GMoney needed an all-in-one customer service tool to take control of their client communication, so they turned to BoldDesk®.

Solution

Now, GMoney uses BoldDesk® to manage all its customer support requests. Darshan was thrilled that GMoney was also able to improve their teams' workflow by simplifying their ticketing system. "We're using BoldDesk® to channelize internal service requests across teams," Darshan said. "It's streamlined our process and brought visibility and accountability."



When asked about his experience with the BoldDesk® support team, Darshan was eager to relay the following: “Your teams are super helpful,” he said. “We have reached out to them multiple times and they’ve been very quick to respond on email and sometimes on calls.”

Impact

With BoldDesk®, GMoney has reduced their ticket response time and increased the number of requests handled per day. “The number of requests managed daily across functions and average time to respond to these tickets are handy metrics,” Darshan said. “All requests need to be resolved quickly given the nature of our business.”

Pull Quote

“We used BoldDesk® for one of our businesses. Then, we recommended and convinced our group company to also move to BoldDesk®.” - **Darshan Patodi**

