

DECTA GUIDES CUSTOMERS THROUGH EVERY STEP OF THE PAYMENT PROCESS WITH THE CREATIO LOW-CODE PLATFORM

BEHIND THE SCENE ASSISTANTS THAT SIMPLIFY OUR JOBS

Transferring money within a few seconds, placing orders on a website, splitting bills at a restaurant with a friend – customers enjoy smooth and easy transactions involving all day-to-day activities. The ongoing development of technology gives people a variety of payment options and helps companies to move their businesses online. Maintaining the cash collecting process for goods or services purchased on the Internet requires robust and safe payment processing solutions.

The way customers accept and process payments speaks for any business. A complex procedure of accepting different payment methods, getting the bank's approval for transactions, and finally processing them is covered by payment processing companies – behind the scene assistants ensuring positive customer experiences by providing clients with secure and convenient payment options. One of the key industry representatives on the global market that efficiently covers all aspects of the complex transaction process is DECTA company.

LEADING PROCESSING CENTER CHOOSES LEADING TECHNOLOGY

Being an advanced processing center and a provider of end-to-end solutions for payment processing, internet acquiring, and payment card issuing, DECTA supports thousands of customers worldwide - including banks, financial organizations, payment services providers, and online merchants. The company has 20+ years of experience in the payment industry, during which projects in 27 countries were implemented. DECTA is licensed by UK FCA (Financial Conduct Authority) and is a holder of the Authorised Electronic Money Institution license and a current Principal Member of Visa and Mastercard.

Payment processing is a rather challenging business, as not only does the company have to constantly respond to changing payment option demands, but also maintain a high level of security measures. Dealing with confidential financial data, DECTA has to comply with strict industry regulations.

Having realized that their existing CRM system is limiting the company's abilities to develop new processes and track changes of the multistage compliance process, DECTA decided to search for a more advanced solution. Creatio was chosen thanks to its robust low-code capabilities and global recognition as a vendor that would help keep businesses at or above the speed of constantly evolving technologies.

LOW-CODE PLATFORM FOR DYNAMIC COMPANY GROWTH

The low-code platform for process automation and CRM serves DECTA as a reliable foundation for designing and effective management of all the internal business processes, including multiple compliance stages, customer onboarding, and development. Comprehensive BPM capabilities equipped DECTA with a convenient and simple way to organize workflows and manage the company's products. Dynamic system development, thanks to the low-code technology, allowed the company to successfully deploy the solution internally within just a few months.

"The maximum effect of digital transformation is achieved through an integrated approach which solves the goals that are set"

Valery Bikov, CRM Team Leader at DECTA

One of the major requirements for the new vendor was to improve the sales process efficiency. The 360-degree customer view delivered by Creatio provided DECTA with consolidated client data beneficial for acquiring powerful insights and monitoring customer progress. The business-rule capabilities for leads and opportunities enable data consistency, while advanced customer segmentation assists in creating a personalized approach to each and every customer.

Financial operations at DECTA and any other finserve company, as a rule, are highly protected and accompanied by a long list of documents. With a new CRM in place, they are all conveniently stored in the electronic archive and easily accessible to the team. Smooth LDAP integration provides single sign-on technology ensuring enhanced data security.

DECTA process efficiency is swiftly tracked with the help of customized dashboards. The team has a single source of information, shares one communication environment, and, as a result, is aware of all internal processes and customer related activities. The achieved transparency fosters the discovery of areas for improvement and streamlines employee engagement, delivering better operational outcomes.

“At DECTA, we choose our partners wisely. We chose Creatio for its advanced solutions that complimented our business specifics. So far, everything has been fast and easy. The low-code platform is flexible; we can solve and improve various sophisticated processes effortlessly, which in turn has increased the efficiency of our business processes. And last but not least, we cannot forget about the great customer service that we receive.”

Marks Andrejevs, CEO at DECTA

CONQUERING NEW HEIGHTS WITH THE CREATIO PLATFORM IN PLACE

Upon Creatio implementation, DECTA successfully tuned up a great part of its business processes gaining complete visibility of all system operations. Creatio has become a valuable tool in DECTA’s business growth aspirations. The low-code platform gives the company unlimited resources for the effortless building of configurative solutions without heavy IT support. With Creatio in place, DECTA reduced their manual workload and increased the speed of customer onboarding by 15%. The company is planning a large UK expansion and scaling the solution within the new office. In the short run, DECTA is launching Marketing Creatio to manage email campaigns and initiates chargeback process automation in Q1 2021. More is yet to come!

LEARN MORE ABOUT CREATIO PRODUCTS



LEARN MORE ABOUT DECTA

