



CASE STUDY

Rapidly growing SaaS company conquers bottomless pit of help tickets.

SaaS startup cuts response time from 1 week to 12 hours



www.enshored.com

CLIENT

Subscription and commerce platform for SaaS companies

INDUSTRY

SaaS (software as a service)

RESULTS

12 hour

max customer response time

+60%

hitting customer response target

2x

number of operating hours

90%+

customer satisfaction score

+2.5x

number of Paddle agents

Overview

Paddle is a meta SaaS, supporting other SaaS companies to sell their products. With a growth rate of 175% over the past four years, onboarding and supporting customers is a critical activity.

Paddle supports 2,000 software businesses in 150 countries to use their checkout and licensing solution to scale internationally.

The Challenge

While rapid growth catapulted Paddle, the workload for the Customer Support Team multiplied exponentially. Paddle offers support to its hundreds of SaaS customers and those who buy the SaaS products. From the moment the buyer places an order up until they begin using the software, Paddle is responsible for answering all help tickets—from refund requests and subscription cancellations to missing license keys and activation codes.

A deluge of help tickets

As Paddle's customer base spread to thousands of SaaS companies worldwide, this produced help tickets from millions of buyers. Six full-time employees weren't able to respond to queries promptly. Eventually, response times grew longer, and buyers grew more impatient. At times, support agents couldn't respond to a query for a week.

"We were losing control of the queue, and we realized we were giving a very poor experience to those customers," Paddle Success Operations Manager Gary McGrath says. "If you're a customer who wants a refund and no one's talking to you, obviously, you're going to expect the worst."

Dreaded Chargebacks on the Rise

Delayed response times created a domino effect with potentially crippling consequences for Paddle. The company essentially acts as a reseller for SaaS businesses, processing financial transactions on behalf of its customers. Buyers would often send queries about unrecognized credit card charges. The longer they waited for a response, the more convinced they became that the payment was fraudulent. At that point, the buyer would request a refund from their credit card company, triggering a chargeback.

Chargebacks pose a severe risk to Paddle, whose business model relies heavily on partnerships with payment gateways like Paypal and Stripe. If the chargeback rate exceeds 0.25%, those payment gateways could end their partnership with Paddle and ultimately halt operations.

Strained Relationship with SaaS Customers

Paddle's SaaS customers began to complain that the increase in chargebacks was skewing their sales and revenue data. It became more difficult to measure marketing campaign results, conduct financial forecasting and assess other business intelligence. As slow response times and chargebacks began to strain Paddle's relationships with their SaaS customers, the gravity of the situation became glaringly obvious. Company leaders knew they had to resolve these problems right away.

Paddle executives explored various solutions before deciding to outsource. Expanding the in-house buyer support team would've been extremely expensive for the startup—not only to fund payroll but also rent a bigger office space in London. And because Paddle values self-improvement and work-life balance, night shifts seemed to conflict with their principles. Executives had briefly considered hiring remote contractors abroad, but extensive security requirements on financial transactions made that option unviable.

Our Approach

Showcasing the real us – a partner that puts people first

Paddle wanted an extension of their team or as McGrath describes it, “a business partner that wasn't in our office.” Company leaders were adamant about partnering with a company that shared similar values and treated its workers well.

Like Paddle, Enshored valued its employees and proved it in corporate policies. The outsourcing provider offered benefits like health insurance, holiday pay and professional development. Although Enshored's pricing turned out to be slightly higher than the competing outsourcing providers, Paddle ultimately chose Enshored because they shared similar values. Demands on the buyer support team would continue to intensify, and Paddle managers wanted to make sure their extended team was well cared for.

Expert level readiness in a matter of weeks

Training the Enshored team took four weeks of extensive shadowing, practice and classroom learning. To process refunds to consumers in 150 countries, team members had to study tax policies and compliance regulations, which vary by country.

Paddle Buyer Support Team Lead Steven Truong helped train the remote team, building the knowledge base and documenting processes. At the end of the training period, Paddle administered a test to assess Enshored's readiness. Every team member scored 94% or higher. “I could tell they wanted to do the best for us,” Truong said.

Our Impact

Seven months into partnering with Enshored, Paddle's buyer support function is more robust than it has ever been. The team has grown from eight to 18, and the buyer support team now operates 16 hours a day - a big step up from the eight-hour coverage before the partnership.

Customer Satisfaction Scores Consistently Hit 90% and Above

After every support interaction, Paddle automatically prompts customers to rate their experience. Since Enshored has taken over buyer support, Paddle has earned 90% or higher customer satisfaction scores, week after week. “The fact that customers actually take the time to write positive feedback is phenomenal,” Paddle Success Operations Manager Gary McGrath says. “We never used to get that kind of feedback . . . ever.”

Confident sales team equipped with powerful USP

In the past, Paddle's sales team was reluctant to promote buyer support to prospects or new customers, losing sales times in trying to resolve queries themselves. Now CX has become a solid unique selling proposition for Paddle's sales team.

Rapid response times: 12 hours or less

Paddle's new standard for answering customer queries is within 12 hours. Before partnering with Enshored, about 40% of responses met that target. The Enshored team has consistently met the 12-hour mark close to 100% of the time. Speedy turnaround times have also contributed to lower chargeback rates.

Restructured employees excelling in new positions

Layoffs were never an option for Paddle. Once the company decided to shut down the in-house buyer support team, McGrath assigned those team members other positions. He was careful to avoid redundant responsibilities and made sure each employee was genuinely interested in their new role. So far, McGrath says every one of those team members are succeeding, including one that earned a top performer award in sales support soon after getting reassigned.

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Conclusion

As Enshored has proven its professionalism, quality service and attention to detail and accuracy, Paddle continues to scale its extended team beyond buyer support into

more specialized areas. The company's risk analysis team has recently taken on two analysts from Enshored, and Paddle executives are exploring other possibilities to extend the team.

“People are important at Enshored. That’s what came across. And to us, that was really, really important.”

Gary McGrath | Paddle Success Operations Manager



**How Enshored
can help**

Enshored is built to support disruptive start-ups.

We augment, build and support customised Customer Experience for digital CX, Sales & Marketing, Back Office and Content Moderation.

We provide the people, the culture and the operating system to support you to scale seamlessly.

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