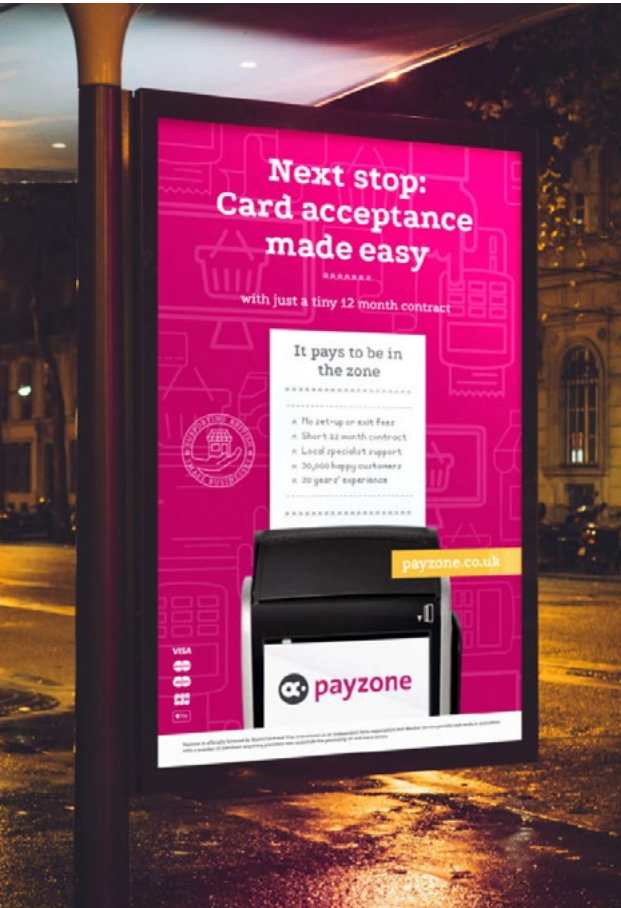




## Payzone & ProStrategy:

# FinTech Scaling - Productivity Through Automation



## Introduction

Payzone Ireland is the largest consumer payments network in the country with over 7,500 retail agents which process a variety of electronic transactions services, including mobile phone top ups, debit/credit card transactions: motorway toll payments and a host of other billing supports.

Based in Sandyford, Dublin, the company employs nearly 100 people in Ireland. Its focus is on delivering leading edge payment services that drive greater efficiency for clients and increased revenues for its retail partners. Acquired by AIB in 2019, Payzone is now part of a much larger banking group.

As the mobile payments industry leader, Payzone's technology credentials, capabilities, and expertise are key differentiators for its business. Staying at the forefront of the digital space helps the business to stand out.

Payzone was poised with significant plans to expand its revenues and product range however realised their legacy software solution was coming to the end of its life and was limiting growth therefore they decided to seek a modern digital business platform which could scale to meet their ambitious future targets – with support from its IT services provider, ProStrategy.

## The Problem

Payzone had successfully grown its business and retail network using a legacy software system. However, to continually hit its ambitious growth targets Payzone needed an integrated end-to-end platform – one able to streamline its business processes, optimise performance, and enable its staff to focus on delivering excellent customer service.

A lot of internal processes relied on staff manually entering data into multiple systems – a labour-intensive procedure that wasn't a productive use of employee time or skills; limiting the value they could add to customer interactions.

With Payzone's legacy finance and operational system coming to the end of its life, the company needed a solution which could provide scalability – both in terms of transaction processing and enhanced functionality – to accommodate business requirements in a constantly shifting market.

*"The two best things we did in the whole project were engaging with ProStrategy and adopting the Dynamics 365 Navision & CRM platform. Onboarding customers is no longer limited by our technology."*

— Nigel Bell, CFO & COO, Payzone

## The Solution

Payzone tasked IT services specialist, ProStrategy, to replace its legacy finance systems with Microsoft Dynamics NAV /Business Central. On top of this, Payzone chose to implement Microsoft Dynamics 365 Sales, Field Service and Customer Service – a complete digital enterprise platform spanning ERP and CRM solution to support its end to end business activities.

Microsoft Dynamics 365 for Sales has given the Payzone Team access to the insights needed to personalise relationships, predict customer needs, and increase sales – simply by enabling better data

collection. This data is then shared between the operational side of the business and the customer management side – so that Payzone's ERP and CRM work together in harmony.

Dynamics 365 for Customer Service helps Payzone deliver the tailored service customers expect across channels – with AI-enabled experiences and insights to proactively resolve problems and ensure peace of mind. This level of automation ensures that any communications channelled through Payzone's helpdesk can be picked up quickly – by the right people who can resolve any issue as soon as it arises.



## The Microsoft Partner

ProStrategy is a Gold Certified Microsoft Partner and recognised as the leading partner in Ireland for Microsoft Dynamics ERP, CRM and Analytics solutions. Since 1985, ProStrategy has been helping businesses to streamline their operations and gain deeper insights into their business processes.

To do this, the company brings over 30 years' experience of the industry and world-class software to the table. ProStrategy's success to date has been built on an impressive track record of high-quality service delivered to a diverse customer base. The team has replaced, upgraded and implemented Microsoft Dynamics and Analytic solutions across a broad range of industries for some of Ireland's leading brands as well as establishing itself on the international scene.

All of this is backed by a team of over 60 highly skilled consultants who have an average of 10 years' experience each – ensuring a successful return on your technology investment. Their focus is to empower businesses to make better decisions.



## The Result

Nigel Bell, Payzone's CFO & COO reports that implementing the Dynamics NAV/ Business Central & Dynamics 365 CRM has transformed Payzone's end to end business processes making them a streamlined, integrated and agile business. The success of this platform has made an enormous contribution to the company's growth.

The processes that Payzone had previously in place were dependent on manual data entry – which was time-consuming and could often lead to erroneous reporting.

The new integrated solution has eliminated all of this and transformed the end to end business – Microsoft's familiar looks and feel has helped user adoption yielding an impressive 40% increase in staff productivity. This huge gain allows the team at Payzone to focus on pursuing tasks that actively add value to the customer experience.

As a large transaction volume business with 12 million transactions per month, generating 3,000 invoices weekly, Payzone now benefits from an ERP system which can grow organically in line with its double-digit growth.

Customer service management has also greatly improved. Payzone's team of mobile service engineers now have real-time access to their

scheduled service jobs. This has resulted in the elimination of dropped calls, and, in turn, a more productive mobile team with happier customers.

The Microsoft Dynamics 365 platform has proven to be a highly adaptable and flexible platform for Payzone to both launch its new range of service offerings and also rapidly onboard a series of acquired businesses .

Being able to make fast, accurate, data-driven decisions and having easy access to monthly management account information and KPIs is another huge benefit. While the previous platform gave the team the information it needed, it often took a long time to generate reports. Now, all of the relevant data can be fed back to the management team quickly and easily – so that they can respond to market changes.

Overall, Payzone has managed to streamline its business and accelerate growth – two core reasons why it became of interest to AIB, who acquired Payzone in April 2019.

AIB has acknowledged that the Dynamics 365 ERP & CRM systems work so well for Payzone that they recommend maintaining this platform going forward – instead of switching to over platforms used by the rest of the group.





*"A great direct cost saving from integrating with Microsoft Dynamics is that our weekly billing process used to take an entire day and now takes just 3 hours."*

— Nigel Bell, CFO & COO, Payzone



### Customer information

Customer name	Payzone
Customer website	<a href="http://www.payzone.ie">www.payzone.ie</a>
Microsoft Bizz App Product	Dynamics NAV/Business Central, D365 for Sales, D365 for Field Service, D365 Customer Service
Industry	Mobile payments
Company size (FTE)	100
#Users of implemented Bizz App Solution	
Country	Ireland



### Partner information

Partner name	ProStrategy
Partner website	<a href="http://www.prostrategy.ie">www.prostrategy.ie</a>
Country	Ireland