

MoonPay uses SendSafely for seamless secure file sharing in real-time chat.



MoonPay is a leading global financial technology company powering the crypto economy. With a focus on creating simple, secure, and customer-friendly payment experiences, MoonPay supports millions of users worldwide. The company is deeply committed to delivering instantaneous, high-quality support across live channels, prioritizing chat and phone over email to provide faster resolutions and greater customer satisfaction.

## The Challenge

When MoonPay launched chat support via Amazon Connect, they were challenged with a critical usability gap: there was no seamless way for customers to share sensitive documents like IDs, bank statements, or receipts within live chat. As the native Amazon Connect file upload feature did not meet MoonPay's security requirements, the team relied on encrypted email for document exchange to ensure customer data remained protected. While secure, this email fallback was cumbersome and created friction that ran counter to MoonPay's customer experience strategy.

- **Email escalations slowed resolution times** from minutes to days.
- **Customers were less successful** sending sensitive documents over secure email.
- **Agent workflows were disrupted**, requiring them to switch contexts between chat and secure email.

As Josh Lee – Group Program Manager, Product Operations at MoonPay, explained:

*“When we launched chat support, we didn't have a way to collect files in a secure encrypted manner... The alternative was moving a customer from chat to encrypted email, and that process extends the resolution across multiple days as opposed to multiple minutes.”*

— Josh Lee – Group Program Manager, Product Operations



# The Solution

MoonPay chose SendSafely due to its seamless, embedded agent experience within Amazon Connect. Unlike encrypted email, SendSafely allows both agents and customers to exchange sensitive files securely, and in real time, within the live chat.

Key features of the solution included:

- **Embedded chat integration:** Agents stay in the chat context, improving efficiency.
- **Secure PII handling:** Supports KYC documents, selfies with IDs, bank statements, and transaction receipts.
- **Role-based access controls:** Ensure that shared links and documents are only accessible by the intended recipients.

Josh Lee emphasized:

*“The key theme here is solving the customer's issue in the channel that they've reached out to us on.”*

— Josh Lee - Group Program Manager, Product Operations

MoonPay teams now rely on SendSafely across multiple operational areas:

- **KYC Operations:** Manual review of customers who fail automated KYC checks. Sensitive files exchanged include IDs and passports.
- **CX Operations:** Support agents collect receipts, screenshots, and bank statements to resolve transaction-related inquiries.
- **Fraud Operations:** Secure file exchange during manual investigations of flagged accounts.

## The Results

By embedding SendSafely directly into these workflows, MoonPay ensures secure handling of personal information while maintaining a smooth customer experience. With SendSafely, MoonPay achieved its primary goal: enabling real-time resolution within the same channel where customers initiate support.

- **Faster resolution times:** Issues that once took days to resolve via email are now addressed in minutes.
- **Higher customer satisfaction:** Sustained NPS scores and improved resolution rates for chat channels.
- **Improved agent efficiency:** Agents no longer waste time switching between chat and email tools.
- **Regulatory confidence:** Secure handling of sensitive data enables MoonPay to meet key regulatory and industry standards such as SOC 2, MiCA, and NYDFS

For more information on how your business can benefit from SendSafely or to start a free trial, go to [www.sendsafely.com](https://www.sendsafely.com) or email [sales@sendsafely.com](mailto:sales@sendsafely.com).



# Conclusion

By implementing SendSafely, MoonPay enhanced its live support experience, eliminating the need for email escalations and ensuring customers can safely share sensitive documents in real time. The result is faster resolutions, stronger compliance, and a better customer experience, all while keeping support teams focused in their preferred live channels.

As Josh Lee summarized:

*“We can resolve our customer issues faster without needing to divert them to email escalations... SendSafely has allowed MoonPay to maintain real-time support channels, which have higher NPS and resolution rates compared to asynchronous channels.”*

— Josh Lee - Group Program Manager, Product Operations

A MoonPay Director of Operations added:

*“SendSafely integrated seamlessly into our existing workflows, embedding directly into our support system so our team never has to navigate between tools. This smooth implementation and intuitive user experience have improved operational efficiency and enhanced the overall customer experience.”*

— Director of Operations, MoonPay



Customer issues  
**resolved directly  
in chat**



**Faster resolution**  
from days to minutes



**Higher customer satisfaction**  
for chat channels.

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