Hi dYdX Community,

I am Yana from the ACX Team! We are a team of dedicated professionals committed to delivering the most memorable user support in the Crypto industry.

We have been fortunate to join the dYdX Foundation team to achieve this primary goal: build a robust, best-in-class user support system and ensure an exceptional experience for everyone using the dYdX exchange!

Over the past 4-months, we have been working with a fantastic team of talented people, going from strategic alignment to building and implementing processes, standards, and SLAs.

By combining our shared passion and beliefs with what we do best, together with the dYdX Foundation team, we build a solid base for consistently excellent user support.

In the spirit of decentralization, we thought we would create a transparent document to showcase the work and improvements we've achieved together.

Here are some highlights and numbers we wanted to share with you.

Please take a moment to review it and let us know how you feel about it!

We'd love to hear from you

BUT FIRST, WHO ARE ACX

[ACX](#) International is the first and only outsourcing company dedicated to the Crypto Industry. Our expertise lies in providing exceptional services in compliance, multilingual user support, and community management.

At ACX, we believe in the Future of Finance; appreciate the impact of change; invest in people, cutting-edge technology, and analytics.

Prioritizing people and experience, we offer our partners highly scalable solutions and customized processes, providing them with the competitive edge they require.

Our three full-time professionals are dedicated to providing near-around-the-clock multilingual support to dYdX exchange users through Intercom.

PRIMARY GOALS

[ACX](#) has supported the dYdX Foundation in developing several key objectives to improve the user support experience. Some of these are:

- Improving Response Times for dYdX Users

- Expanding language support

- Establishing triage workflows and optimizing user support system

- Publicizing a quarterly community-facing report to the broader dYdX ecosystem based on user support metrics

- Improving the Self-Service System (Resolution Bot Rate and Helpdesk articles relevancy).

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NOTABLE ACHIEVEMENTS

1. IMPROVED RESPONSE TIME

We value and respect users' time, measuring it with potential opportunities, acquired knowledge, and memorable moments.

We know what waiting is like and do our best to save them time and reduce waiting hours to minutes and seconds.

Median First Reply Time Reduced By 10 Times

Median Response Time Reduced By 6 Times

Extended Support Hours

45% of Tickets Responded in < 30 min.

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1. EXPANDED LANGUAGE SUPPORT

We welcome differences and put the user's comfort first, implementing efficient cross-cultural practices and providing an opportunity to communicate in their native language.

Over the past 4-months, our three support heroes assisted numerous users with inquiries in 8 languages, 4 of them English, Turkish, Russian, and French, at a native or fluent speaker level.

We are not afraid of translation difficulties; we want the users to avoid experiencing communication barriers.

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1. IMPROVED USER SATISFACTION

From day one, we constantly kept the User Satisfaction score above 83%. As much as we love these numbers, we want to hear the thoughts behind them.

We always look for ways to encourage our users to take a moment and share their feedback.

It means the World to us!

We listen to hear, understand, and improve!

Improved User Satisfaction score

Increased Tickets Rated / Tickets Surveyed Ratio by 6%

Increased Tickets Commented / Tickets Rated Ratio by 15 %

86% Rated Tickets W Positive Comments / Commented Tickets Ratio.

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1. PROCESS DESIGN & IMPLEMENTATION

The cornerstone of the processes we design and implement is user-centricity. We've built an efficient strategy for continuous improvement and change. By balancing standardization with personalization, we make users feel special, our voice recognizable, and ensure consistency for everyone.

- Designed & Implemented User Support Processes

- Created Communication Standards & SLAs

- Established Information Distribution, Learning & Development Processes.

LOOKING INTO THE FUTURE

1. ENHANCING USER SUPPORT

The cornerstone of ACX's expertise lies in providing comprehensive and responsive support.

We aim to elevate the user experience on the dYdX platform by providing high-quality support and turning user feedback into actionable insights.

We aim to ensure every user interaction with the platform is smooth, efficient, and enriching.

We could also look into providing support through Discord and other platforms depending on community sentiment and activity.

1. STRATEGIC DEVELOPMENT AND SCALABILITY

As the crypto market grows and evolves, dYdX must stay ahead of the curve. ACX will support strategic development initiatives by collating user feedback promptly and producing insight documentation internally to help dYdX maintain its position as a market leader in DeFi.

1. COMMUNITY ENGAGEMENT AND MANAGEMENT

Community is at the heart of every successful DeFi platform.

Through user support, ACX will strive to foster a vibrant, engaged, and supportive dYdX community by creating a superior user experience, facilitating constructive dialogues among users, and ensuring greater awareness.

We aim to support dYdX in building a stronger crypto community.

1. SUPPORTING THE POTENTIAL DYDX CHAIN LAUNCH

We recognize that, as we near the potential dYdX Chain launch, user support may be provided by other third parties in the future. We are firmly committed to supporting users of the dYdX exchange for the long term, and should an opportunity arise to continue our relationship with the dYdX community, we would be excited to engage with you to continue providing best-in-class user support for the leading decentralized exchange!

CONCLUSION

Since the inception of assisting the dYdX Foundation in providing user support to users of the dYdX exchange, we have witnessed a significant enhancement in the quality of user support provision. By leveraging our expertise in user support, dYdX has offered its users improved response times, multilingual assistance, and near-round-the-clock support.

Our involvement goes beyond immediate user support. Supporting educational initiatives and user feedback strategies have fostered an informed and vibrant user base, strengthening the dYdX community and laying a solid foundation for sustained growth and success.

As we look towards the future, ACX reaffirms its commitment to continue providing high-quality support to users of the dYdX platform. We will persist in improving the user experience, uphold the highest compliance standards, and promote a robust and informed crypto community.