Customer Success is at the Heart of Compliance Success

(MCO) MyComplianceOffice is a global leader revolutionising how financial firms tackle compliance, making it simpler, smarter, and more effective. Samantha Murphy, Chief Customer Officer at MCO, detailed how the company stands out from the competition.

The vision for Murphy is to make customer success synonymous with compliance success. She said, "At MCO, we aim to deliver a seamless experience from onboarding through post-implementation. This means structured implementation phases—planning, configuration, testing, training, and rollout—managed by seasoned professionals who understand both technology and regulatory complexity."

Post-go-live, the company's Customer Success Managers provide strategic guidance, ensuring customers adopt the platform and maximize its value. Murphy added, "Exceptional support isn't reactive; it's proactive and responsive, anticipating customer needs and driving continuous improvement."

The MCO approach

An important part of MCO's offering is its approach to regional implementation, customer success and support. For Murphy, how does this differ from other compliance solution providers?

Murphy stressed that, unlike providers who centralise support in one geography, MCO invests in regional expertise.

"We have dedicated Implementation, Customer Success, and Support teams in key markets including APAC, EMEA, and the Americas," she said. "This ensures cultural alignment, local regulatory knowledge, and real-time responsiveness. For example, our APAC team operates from Singapore, offering both strategic account oversight and tactical support with 24-hour coverage during the workweek."

The benefit of this approach is that this localized model reduces delays, eliminates overnight wait times, and accelerates deployment compared to competitors who rely on customer support based solely in one region.

Murphy gave a real-life example of this. A US-based compliance officer reads an email at 6pm. The CEO wants data for a board meeting and wants it by 8AM. The compliance officer looks to run the report and realizes he has a question that he needs answered before he can pull the data.

"If customer support for your compliance technology is only open from 9-5 EST, you're going to miss an important deadline. With MCO's 24-hour coverage, you can pick up the phone and your call will be routed to an available expert."

She finished, "And if you're a customer based out of EMEA with customer support based out of the US, it's even more frustrating when you can only get questions answered during your morning working hours."

Equally important for MCO is maintaining high levels of customer experience across a range of time zones and regions – as the firm supports businesses around the world. How does it achieve this?

Murphy explains, "We combine global infrastructure with local presence. Our offices in Ireland, the US and Singapore, supported by data centers in the US and EU, provide multilingual support. Regional teams handle day-to-day queries, while urgent issues trigger 24/7 global escalation. This hybrid model ensures customers always have access to experts who understand their regulatory environment and business requirements."

Strategic customer success

Customer success for Murphy is the 'linchpin of adoption', adding that if firms purchase technology and it is partially adopted, not used as intended, or not used to the extent of its capabilities, it's a waste of time and resources for the firm.

She added, "Accessible and responsive Customer Success Managers mean that compliance staff have a resource not just for questions, but also one that will share best practices and news about the platform on a continuous basis."

A proactive way that the company drives ongoing adoption of MCO's technology is through user conferences, both in person and virtual.

"This gives us a chance to share what's new and upcoming with our customers. It also gives people an opportunity to connect with their compliance peers," Murphy said.

RegTech solutions can often fail when businesses underestimate the complexity of change management. MCO's approach, Murphy outlines, goes beyond troubleshooting.

"We partner with customers to align technology with compliance objectives, provide training, and share best practices. This engagement accelerates adoption and ensures the platform becomes integral to daily compliance workflows," she said.

Additionally, what sets great implementation apart from average in RegTech deployments? On this point, Murphy makes it clear – great implementation is structured, collaborative, and adaptable.

She explained, "At MCO, we follow a proven methodology but tailor it to each customer's needs. Our teams assist with data migration, user acceptance testing, and training, while maintaining open communication to address risks early. Post-implementation, we transition customers smoothly to our support and success teams, ensuring continuity. Average implementations stop at go-live; great ones build a foundation for long-term success."

Furthermore, Murphy believes that another key factor that drives both great implementation and great customer support is the tenure and expertise of the MCO team.

Customised onboarding

A significant challenge for many RegTech projects is stumbling at the onboarding stage – a crunch point in any project. Why is this the case?

For Murphy, onboarding will fail if there's inadequate planning and lack of stakeholder engagement.

"Firms underestimate the effort required to integrate systems, migrate data, and train users. MCO mitigates these risks through detailed project planning, clear role assignments, and phased delivery. We also involve compliance and IT teams early to ensure alignment and avoid surprises," she said.

Murphy emphasized every firm MCO works with is different. Ten companies dealing with the same regulations may have ten different internal processes they follow to be compliant.

"Our approach is to provide out of the box workflows when appropriate, but also to create an implementation plan with customization that meets the customer's unique needs at the forefront," said Murphy.

Superior support

In a crowded market, is superior support the marker of what separates the chaff from the grain? Murphy firmly believes this to be the case, adding, "Support quality varies widely across compliance technology providers. Superior support—responsive, knowledgeable, and regionally aligned—creates trust, enables firms to maximize their investment in the platform and drives retention.

"At MCO, our long-tenured staff and proactive success model set us apart. Customers know they're not just buying software; they're gaining a partner committed to their

compliance outcomes," she remarked.

Being able to bridge the gap between compliance and technology is a vital part of any mission for a customer success team. At MCO, its implementation and customer success teams act as translators between regulatory requirements and technical capabilities.

Murphy said, "They help customers configure workflows that meet compliance obligations, monitor adoption, and suggest enhancements. By maintaining regular strategic reviews, they ensure technology evolves with regulatory and business changes, keeping customers ahead of risk."

The power of post-implementation

How does strong post-implementation support impact regulatory outcomes? According to Murphy, failure to deploy and use compliance technology effectively has repercussions that go far beyond efficiency and user experience.

She explained, "Failure to effectively use your compliance technology means your compliance program will be on the hook if you can't pull the data that your auditor is looking for, or if you can't provide proof of best efforts to a regulator conducting an exam. That's going to lead to more scrutiny, fines and reputational damage."

Murphy stressed that MCO's proactive approach reduces the likelihood of breaches and strengthens audit readiness, which impacts regulatory outcomes.

Another key question asked by some in the RegTech space is whether seamless implementation can directly reduce regulatory risk. Murphy believes this is the case, stating, "A well-executed implementation embeds compliance controls into daily operations from day one. By eliminating manual processes and ensuring accurate data flows, firms reduce human error and regulatory exposure.

"At MCO, we pride ourselves on starting the process by understanding unique customer needs so we can ensure implementation effectively addresses compliance risk for the firm," Murphy said.

The result for customers

For those who leverage the MCO technology, what can they expect? According to Murphy, it is simple – a truly best-in-class experience.

"It is a journey based on our expertise and knowledge, partnered with our customers' understanding of their business and requirements," she said. "This journey will be clear, predictable and value-driven – so you maximize the return on investment you have made with MCO."

Murphy concluded, "We will ensure clarity at every stage, fast time to value, true partnership rather than transactions, proactive support guided by measurable outcomes, and a long-term roadmap for your continued success." ●