



FinXTech Connect Executive Briefings:

A.I. Contact Center Agents - Conversational Banking with Directlink

Ben Nichols
Directlink

AI Powered Customer Service

Conversational Banking with Directlink



+ partner with confidence

The Challenges.

Compounding Difficulties

How does your financial institution make itself more available to customers with the same representative pool while allowing them to specialize and increase their value to your organization?

Scaling Your Customer Service Team

Being Where Your Customers Are

Reducing Human Dependence

Availability of Specialized Agents

Directlink



The (Directlink) Value Proposition.



Intelligent Virtual Assistants (IVAs).



Process Improvement

Improve automation and process flows; positively impact the employee experience.



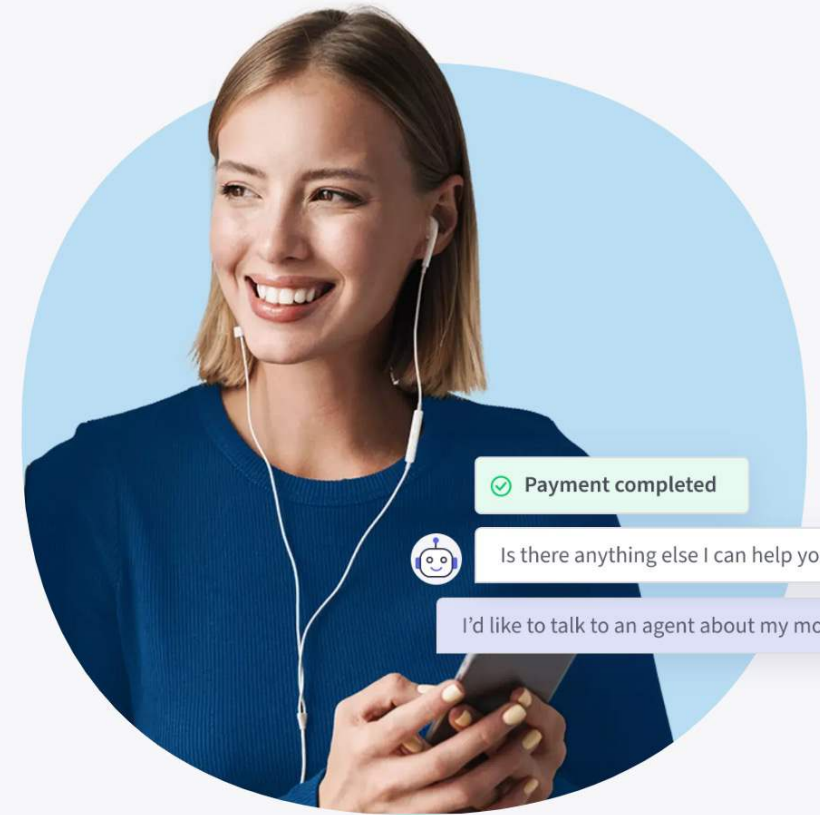
User Experience

Improve customer experience through personalization and always-on service.



Insights and Prediction

Use analytics to identify usage patterns and trends, and then optimize for experience.



+ Live Agent

Seamless Transitions to Advance the Digital-to-Human Experience.



Text



Talk

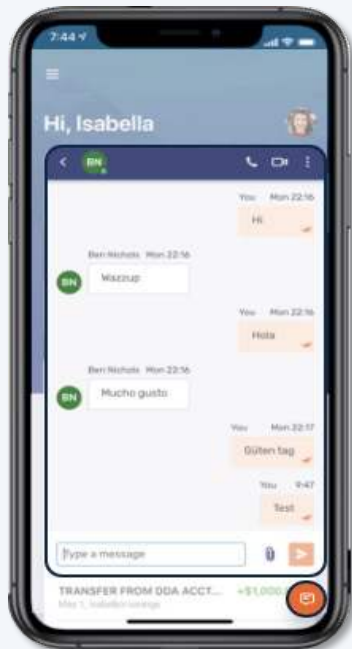


Co-browse

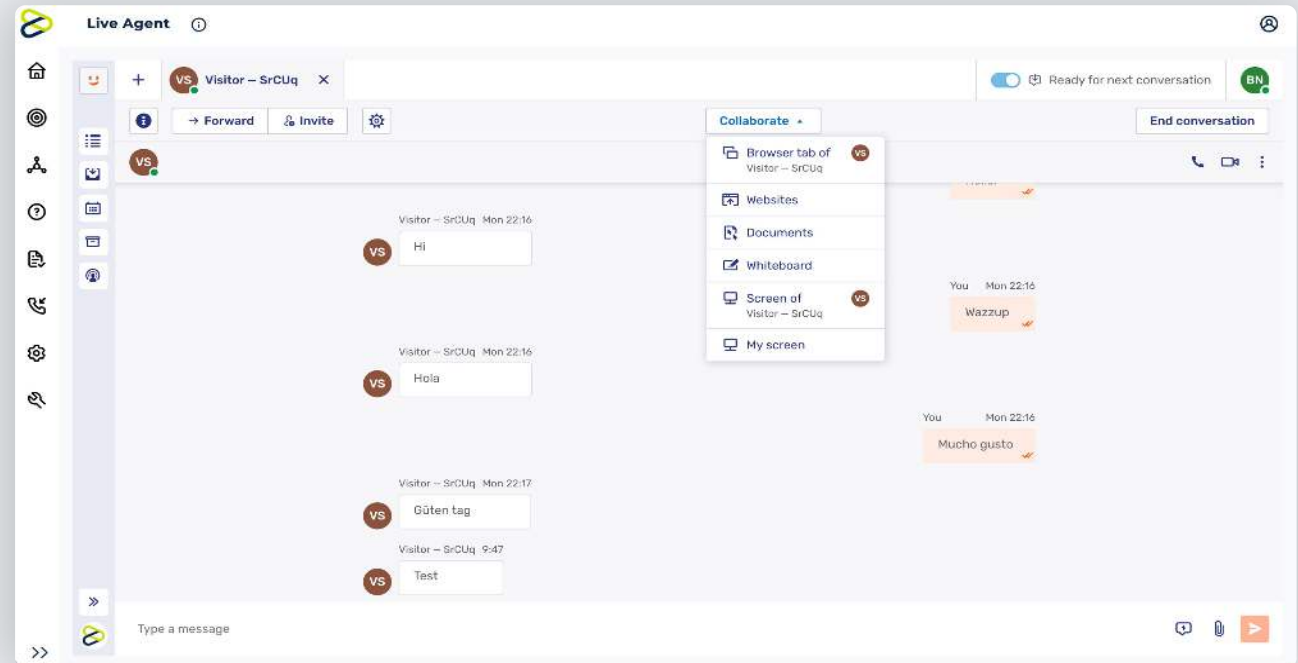
Directlink's Conversation Management Flow.



Customer



Agent



(Actionable) Insights.

Optimize Content & Conversation Flow

Conversation Flow Suggests New Content

Evaluate Conversation Flow Performance

Applying for a Loan Live Disable Cancel Save

Name * Description

Training Phrases Phone Response Webchat Response

Phone response: * Revert Live Phone Response

Say-As Pause Rate

We offer loans and lines of credit for all of your financing needs. Before applying for a specific loan, first, check out our loan Loan Rate Calculator to see if you pre-qualify. You can find our RATE CALCULATOR on our home page.

Next Action: Offer to Transfer Department Next

directlink

FAQs Suggested Search Create FAQ

Live Draft Disabled Suggested

Cryptocurre Suggested Phrases Updated: 2 months ago Review

Company H Suggested Phrases Updated: 2 months ago Review

Community Engagement Suggested Phrases Updated: 2 months ago Review

Applying for a Loan Suggested Phrases Updated: 2 months ago Edit

Scholarship Offering Suggested Phrases Updated: 7 months ago Edit

Best Ice Cream Flavor Suggested Phrases Updated: 7 months ago Edit

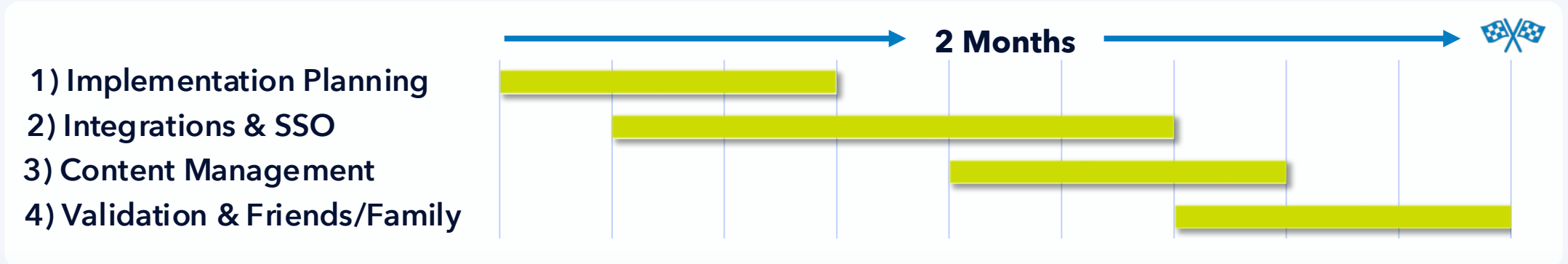
SESSION TREND

A session is a conversation between a member and a virtual assistant on any channel

● Session Count ● FAQ Count ● Skill Count

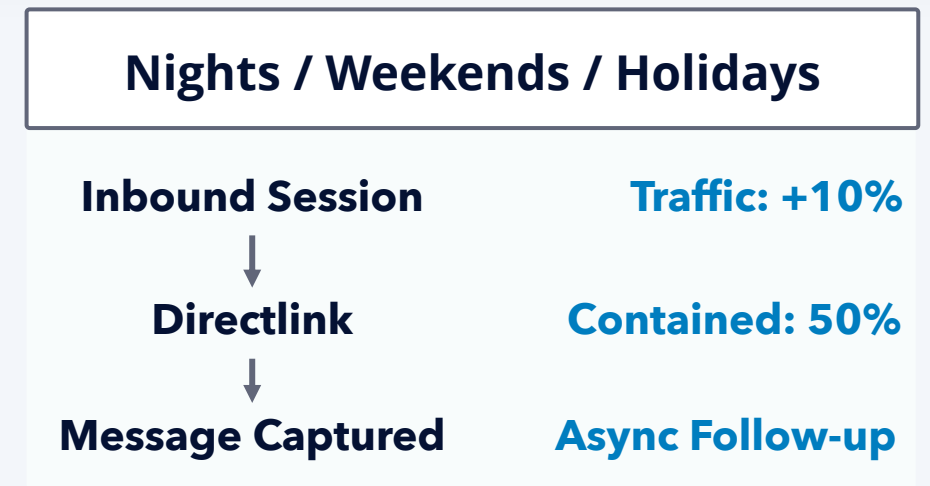
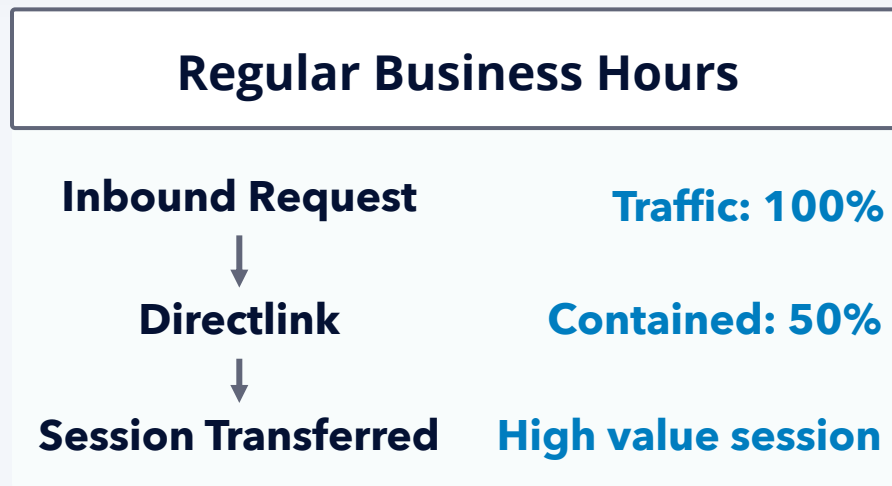


Implementation & Impact.



Requests Automated: 55%

ROI: 2x in 12-18mo



Thank You.

Booth: 11

