



## CASE STUDY

### FINANCIAL SERVICES PROVIDER

## Cross-Channel Communications Platform Supports Proactive Customer Care

**challenge:** To differentiate themselves from their competition and provide the highest level of customer convenience, this leading bank was looking for a vendor that could provide a highly customized automated messaging solution. They wished to empower their consumers to better manage their finances by delivering a variety of alerts and notifications pertaining to their account activity. In addition, they wanted to communicate over the customer's preferred channel.

**solution:** A multi-channel platform (voice, text email) was created that enables consumers to choose from over 100 alerts and set channel preferences for delivery. Messages are deployed 24/7/365 and we maintain a 3 second Service Level Agreement (SLA) for response time.

**impact:**

- Program was utilized as focal point of national advertising program to differentiate brand from the competition.
- Successful implementation lead to creation of platform for additional lines of business including health services, retirement planning, state, local, federal entitlement services.



Automated  
messaging solution  
featured in national  
advertising  
campaigns