



Large American Credit Card Issuer

Conversions	Program Enrollments	Reduction in AHT	Annual Incremental Revenue
+5.10%	+17.76	7.17%	\$30M

Challenge

One of the largest card issuers in America chose to partner with [24]7.ai™ to deploy a visual enhancement to their voice channel, simplifying interactions between their customers and agents.

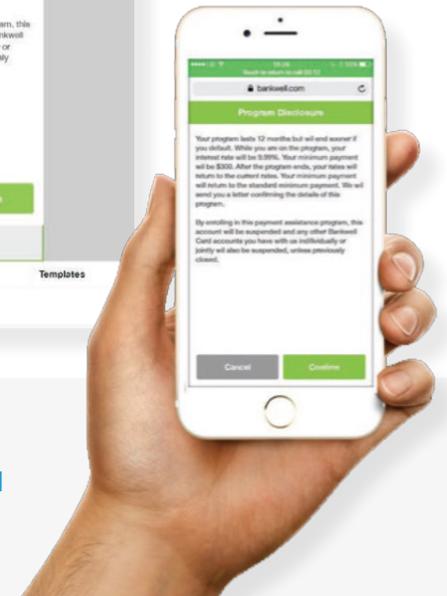
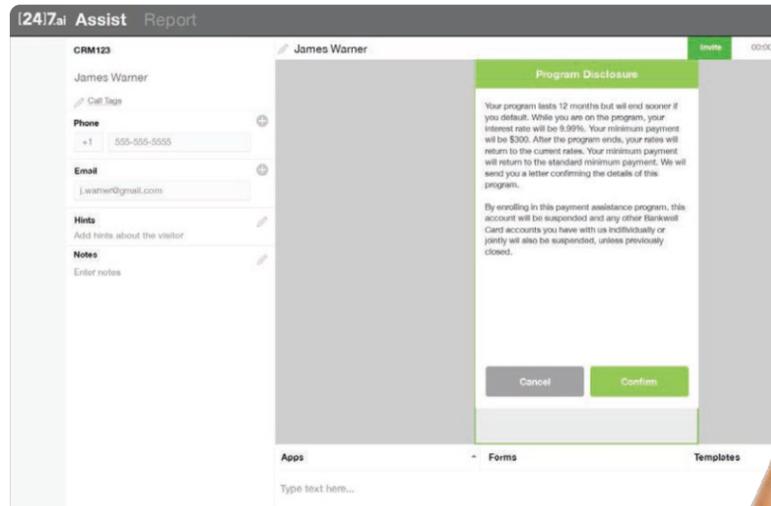
The financial institution had two major areas of focus: compliance and collections. They needed to speed the recovery on delinquent accounts and reduce the time it took for customers to accept terms and conditions, while still remaining compliant with industry standards. The majority of their business interactions took place with voice agents and the discussions were complex, time consuming and expensive. Additionally, the financial institution could be fined if the mandatory compliance statements were read inaccurately by their voice agents.

Solution

By digitizing caller compliance statements, terms and conditions and other regulatory statements, this financial institution has 100% compliance consistently across agents. Plus, auditing digital records eliminates the need to listen to voice calls making compliance faster, easier and almost painless. [24]7 Active Share™ is a visual communication tool that allows agents to share content with customers who call in on their smart phone. Callers click on a link sent via SMS by the agent to start a session.

Results

Customers being able to visually see their payment options and in real time select their payment plan has helped to increase the number of customers signed up for payment plans by 17.76%. Overall, the company reduced AHT by 7.17% (90 seconds) and improved conversion by 5.10% leading to a projected reduction in customer chargebacks of \$18M in the first year of deployment.



Cards are sent from the agent's desktop to caller's screen. No plugins, apps or add-ons need be installed providing an easy and secure mobile web session.