

Factsheet – Glia

Empowering banks to increase online leads and conversions with digital customer service

Glia's solution combines all communications means into a unified, digital customer service (DCS) experience, allowing agents to easily switch between chat, video, and audio communications with callers.

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We love the commitment and guidance that Glia's customer success team provides...a true partnership"

Greg Minnich

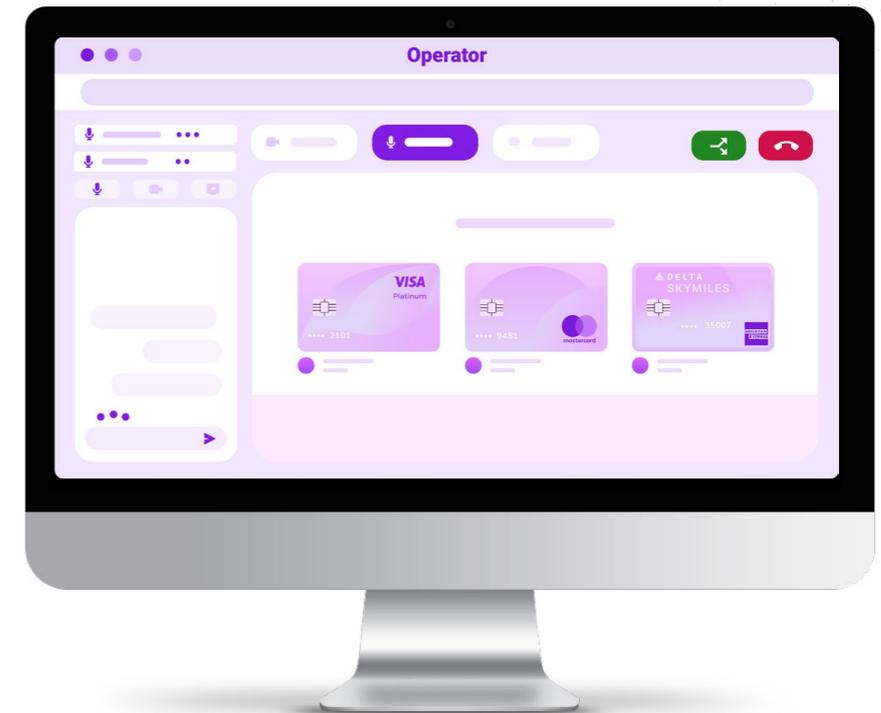
Vice President of Customer Service at
Members 1st Federal

In recent years, greater call volumes and complexity, worker and customer stress, and the shift to remote working, have combined to exacerbate contact center challenges.

It all means agents need to access additional content to handle more complex queries. This increases hold times, the number of call escalations and causes issues in customer service which increases operational costs.

For financial institutions around the world, shifting to digital customer service is a priority - as consumers now expect to interact with technology in a dynamic and seamless way.

By switching, banks can collect, analyze and use customer information to learn more about preferences, needs, and behaviors, and increase online conversions.



How it works

Delivered in collaboration with Finastra via FusionFabric.cloud, Glia's Digital Customer Service (DCS) solution brings an in-person experience to all customer interactions, whether they start online or on the phone. It breaks down the walls of traditional customer support by combining all communications means (chat, video, and audio) into one unified, digital customer service experience.

A key part of the proposition is Glia's CoBrowsing solution, which enables financial institutions to link inbound support calls with web browsing sessions. Customers can share their screens, providing agents with real-time visual context that can be used to "see" customer issues immediately. This ability to view what the problem is instantly allows agents to "show & tell" customers how to properly resolve the issue much more quickly than they would have been able to with legacy communication channels. As a result, average handling time is decreased, and customers are more satisfied.

With Glia's powerful Observation mode, companies can arm agents with visual context and offer personalized browsing to better aid customers, hence diminishing the abandonment rate.

Banks also have a simplified, integrated way to use multiple virtual assistant engines of their choosing. Agents can easily switch between chat, video, and audio communications with customers, adding layers of efficiency, automation, and effectiveness to interactions, and providing the right balance between self-service and human support.

Using Glia, financial institutions can identify high-value website visitors, react to inbound communication requests, or proactively connect via live chat, video, or audio and in turn, acquire more leads and increase online conversion.

Key features



Glia CoBrowsing enables a seamless, zero download screen support experience allowing agents to see what a visitor sees and co-pilot customers' on-screen experiences, without plug-ins, to minimize effort and increase successful outcomes.



Offered in partnership with Finastra, Glia gives companies a simplified, integrated way to utilize multiple virtual assistant engines of their choice.



The solution combines all communication means in one unified, digital customer service (DCS) experience, allowing agents to easily switch between chat, video, and audio communications with customers - reducing customer effort and ensuring increased customer satisfaction.



Glia's AI Management platform adds layers of efficiency, automation, and effectiveness to interactions.



Banks can identify high-value website visitors, react to inbound communication requests, or proactively reach out via live chat, video, or audio.



Increase call volumes
by **300%** without
additional employees,
while reducing
average call handling
times by **24%**.

Key benefits



Increase revenue

Glia enables companies to acquire more leads and increase online conversions. Companies can identify high-value website visitors, react to inbound communication requests, or proactively reach out via live chat, video, or audio.



Improve efficiency

CoBrowsing provides agents with real-time visual context that can be used to immediately “see” and quickly resolve customer issues.



Reduce risk

Unlike fragmented point solutions, Glia’s platform was built from the ground-up to seamlessly unify all digital channels in an easy-to-use digital customer service solution that meets the security and scalability needs of the most discriminating financial institutions.



Reduce cost

By using Glia’s AI/Bot Management add-on module customers can get answers to their most frequent financial questions without the phone calls and endless searching through account details.



Contact us

About Finastra

Finastra is a global provider of financial software applications and marketplaces, and launched the leading open platform for innovation, FusionFabric.cloud, in 2017. It serves institutions of all sizes, providing award-winning solutions and services across Lending, Payments, Treasury & Capital Markets and Universal Banking (Retail & Digital Banking) for banks to support direct banking relationships and grow through indirect channels, such as embedded finance and Banking as a Service. Its pioneering approach and commitment to open finance and collaboration is why it is trusted by ~8,600 institutions, including 90 of the world’s top 100 banks. For more information, visit finastra.com

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