

Omni Channel for Banking

AI enabled payment transactions across multiple channels

What is the challenge?

- ❑ Digital transformation is a priority for Financial institutions to meet innovative technology and models such as peer-to-peer payments and SMS-based transactions
- ❑ Need to design resilient transactions between physical and digital channels, and across devices for holistic Omni-channel customer experiences
- ❑ Disproportionate amount of support resources and basic customer requests exist
- ❑ Expand SMS automation to deliver mission critical banking services to credit card holders in real-time globally

Solution

Vizru Omni-channel Banking's AI Workflows coordinate payment transactions across multiple channels in a single session. For example, if a credit card holder gets declined in a retail store Vizru can authenticate the user on a parallel channel such as SMS or browser, trouble shoot, resolve conflicts and finally allow the user to swipe the card again from the retail store in minutes.

Vizru SMS Chatbot is a seamless, bi-directional capability for end users to interact with Vizru apps through conversational messages. Built-in Session Manager maintains the session of specific transactions across multiple channels allowing users to pause transaction in one channel and resume in another.

Benefits

1. Provides a laser-focused marketing opportunity for the vendor to target its customers
2. Financial organizations and Banks can offer customers a painless banking experience
3. SMS-based banking helps avoid cumbersome telephone or email support
4. Banks and FIs can cut down support cost by 30% and close cases < 1 minute and @ .03¢ Per case
5. Provides deep Insights into customer journey

