

Secure SMS & Chat Banking Transactions

AI Enabled Multifactor Authentication, Session Management & Integration

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
- ❑ Disproportionate amount of support resources and basic customer requests exist
- ❑ Need to support such requests using autonomous conversational SMS workflows that work with legacy systems
- ❑ Expand SMS automation to deliver mission critical banking services to credit card holders in real-time globally
- ❑ Need to map customer journey across intelligent workflows to find gaps and build services and offerings to fill those needs

Vizru Solution

Vizru Omni-channel Banking allows consumers to use SMS or Chat for secure banking transactions. Vizru AI Workflows handles multi-factor authentication, session management and integration with back-end systems to deliver unbroken digital experiences for consumers. Vizru's powerful built-in Session Manager maintains the session of specific transactions across multiple channels allowing users to pause and resume transaction requests between channels.

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

