

Web Communications for Internet Banking Innovations for Online Services

Luxms, Inc. offers a truly innovative approach to make Internet Banking more customer friendly: leverage web communications (online calls, text chat) when serving bank clients online. Tapping power of web communications into bank's online sales and customer care channels will allow bank employees to assist clients instantly, and provide higher sales of complex banking products online, resolve customer issues on the spot, where and when they arise.

Key Advantages:

- ◆ Context-aware communications with customers: bank's employee will see customer's location, for those who logged in - name, and CRM related info prior to engaging in conversation;
- ◆ Prioritized: bank's employee will see at once which issue the visitor was trying to resolve using online banking, and for how long;
- ◆ Proactive: bank's website visitor can be prompted an option to engage in a conversation with bank employee in case of any troubles with online forms.

Deliverables: better and faster online customer service, improved conversion rates for online products.

Features:

- ◆ Voice/video calls, text chat between website visitors and employees;
- ◆ Click-to-call and click-to-chat buttons on bank's website;
- ◆ Any phone number listed on bank's website becomes "clickable";
- ◆ Customizable Look&Feel: you control your unique brand experience;
- ◆ SIP integration with bank's Call Center infrastructure
- ◆ Extensive API for further integrating web communications into bank's online business processes: CRM integration, BPM integration, etc.;
- ◆ Customize Service Working Hours.

