

Channel-less Interactions

Digital Transformation is now Channel-less



Introduction

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Glia's Mission to our Clients

Redefine How Credit Unions Interact with Members

Problems These CUs Were Looking to Solve



Member Loyalty:

FIs lose 8.58% of revenue from bad digital experiences

- Qualtrics



Account / Loan Applications:

Up to 60% abandonment after just 5 minutes

- The Financial Brand



Support Efficiency:

84% of customers are on-screen while support remains over the phone

- Forrester

Interactions Represent Smaller Volume

I

Actions

1-way



TV



Outdoor



Radio



Website



Chat



Radio



Portal



Voice



Website



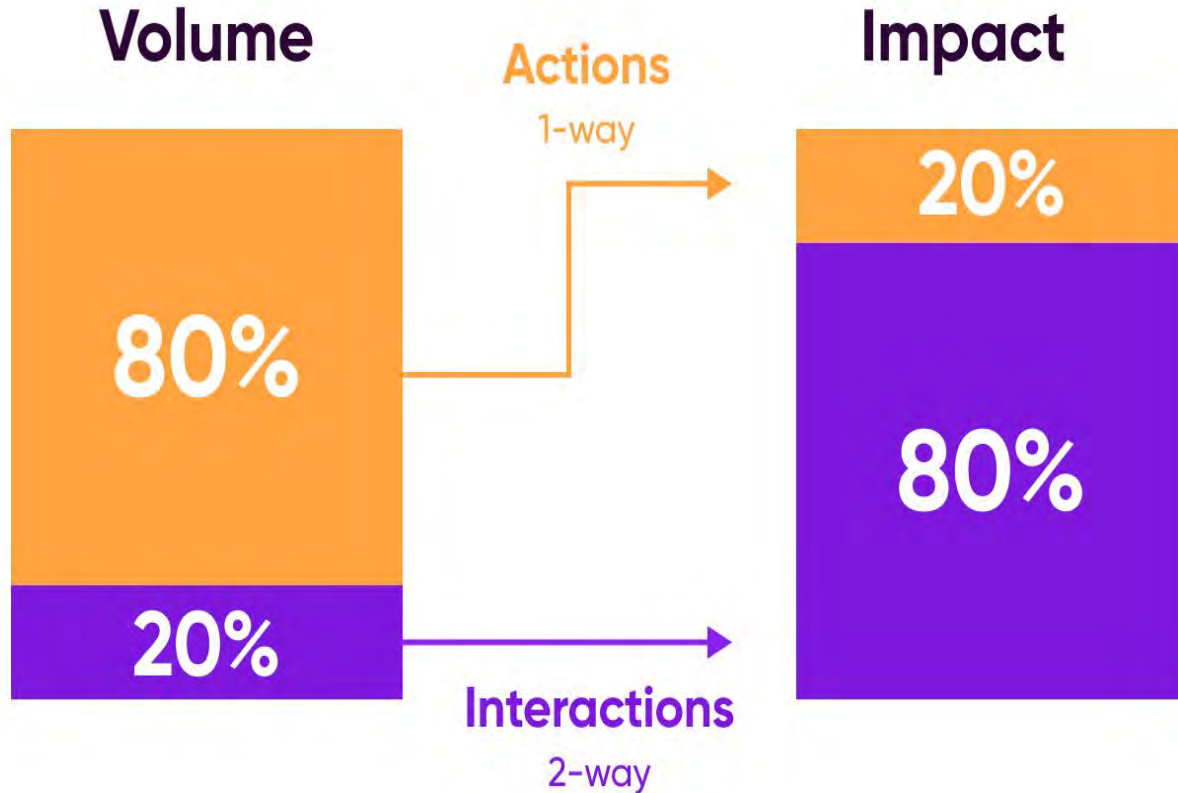
Portal

We

Interactions

2-way

Interactions Represent Outsized Impact



Customer Retention

"1 in 3 customers will leave even a "brand they love" after just one bad interaction, and 92% would completely abandon a company after two or more negative interactions."

Sales Growth

"Customer with a positive interaction will spend 140% more as a result"

"Lifetime value of a customer also goes up 6-14x"

*Source: Gartner CX report

The “Right” Interaction is Getting Harder

We Live in an **Always On World**

On Screen

84%

of consumers are on-screen while support remains over the phone

-Forrester

On Demand

90%

of consumers want service interactions that are seamless between channels

-CX Today

On Point

71%

of customers expect companies to deliver personalized interactions

-McKinsey

Why the Rapid Shift in Customer Service?

We All Live in an OnScreen World

But Customer Service is Still Over the Phone



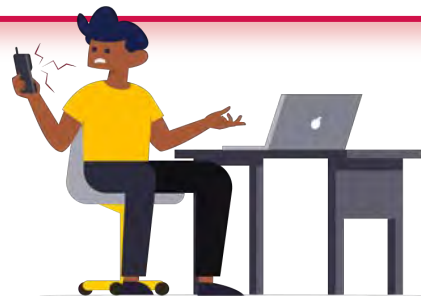
84% Already On-Screen¹

And have accomplished 72% of the journey

-29%

Net Promoter Score drop

when forced to **call a phone number**
during a **digital** interaction and **restart the process**



Why the Rapid Shift in Customer Service?

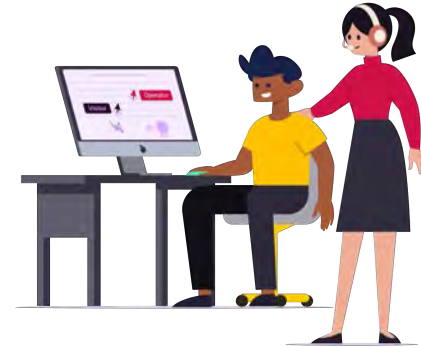
We All Live in an OnScreen World

But Customer Service is Still Over the Phone



84% Already On-Screen¹
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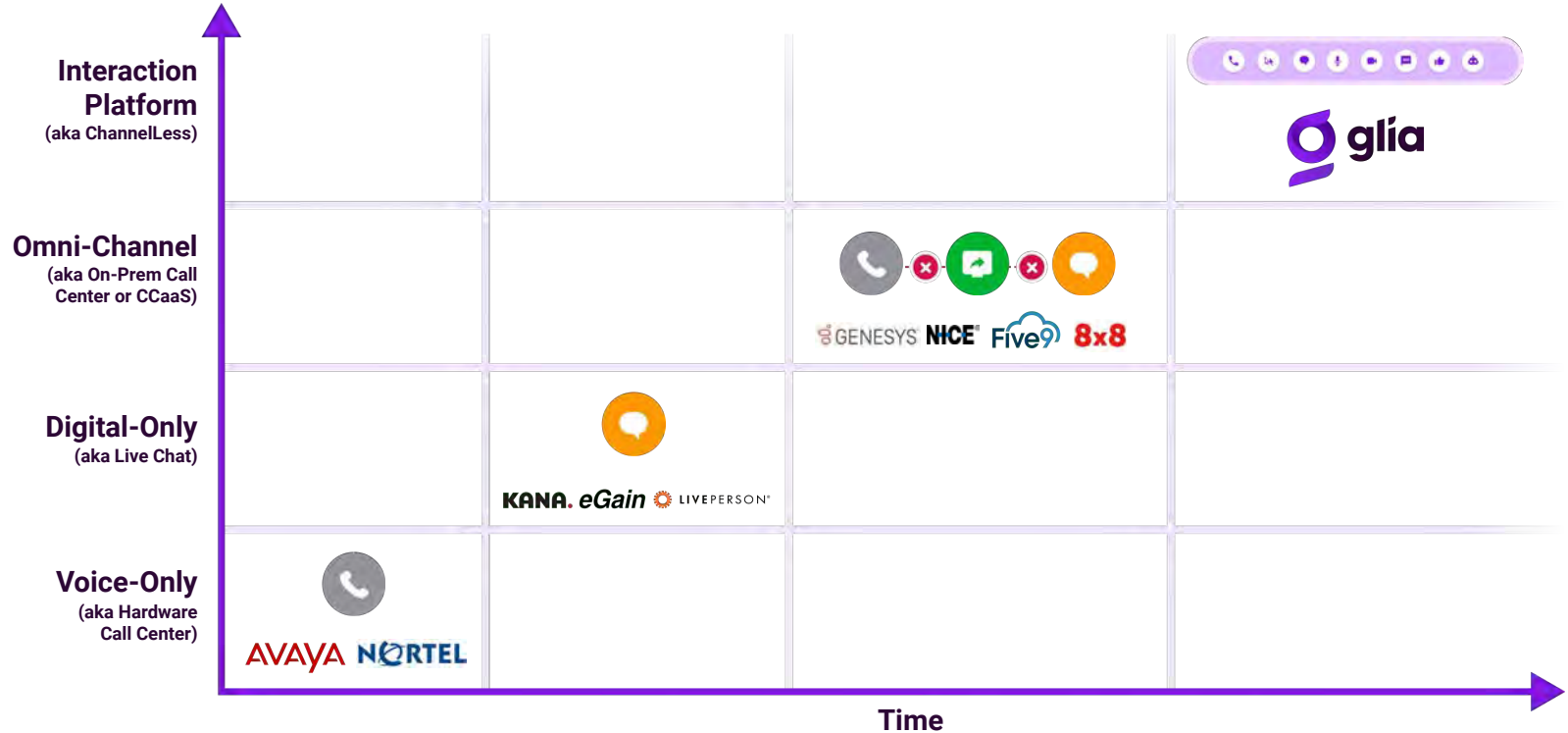
OnScreen Customer Service is Game Changing



Same two people, same issue,
totally different **EXPERIENCE!**

What created the Interaction Gap?

Evolution of Interaction Technology

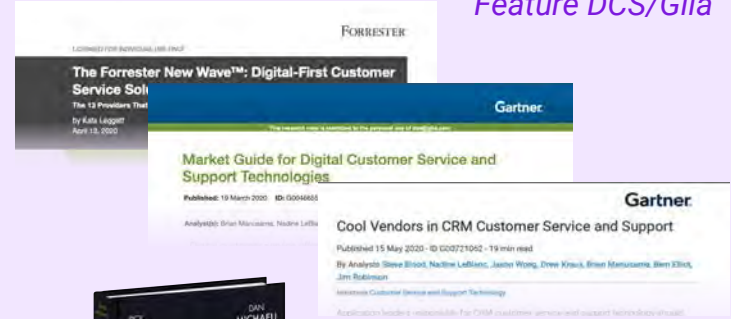


Introducing Digital Customer Service



DCS is an Established Category

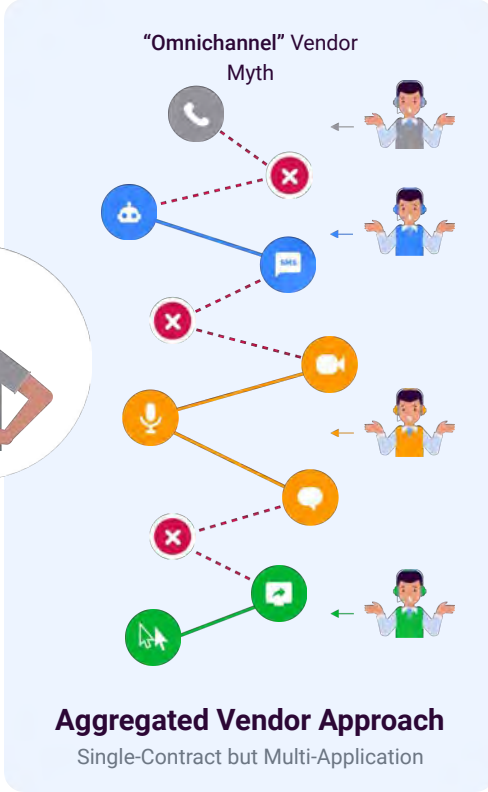
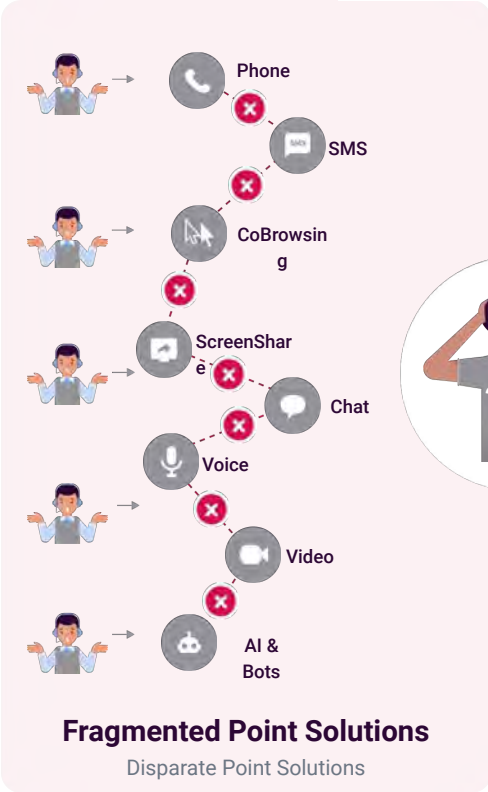
Analyst Reports
Feature DCS/Glia



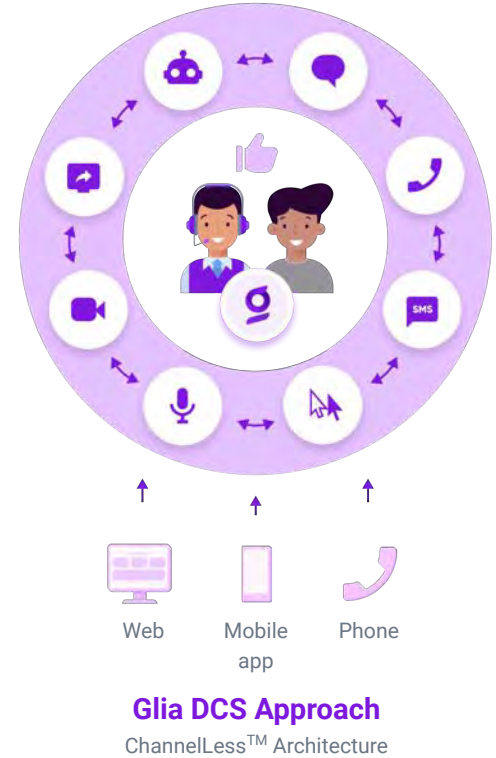
Glia wrote
the book
on DCS

3 Very Different Approaches to DCS

Channelled Strategies



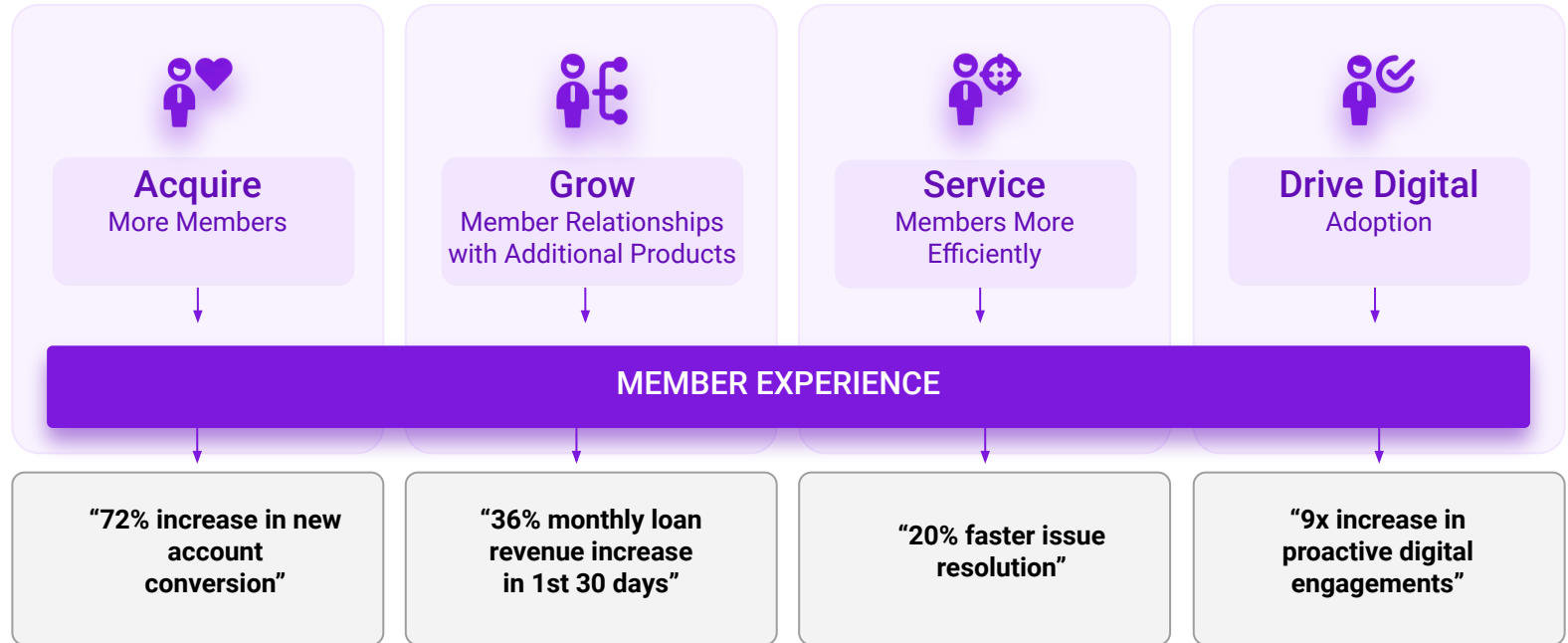
A ChannelLess Strategy



The Impact of Member Experience

Key Objectives Linked to Member Loyalty and Business Outcomes

Key Credit Union Objectives



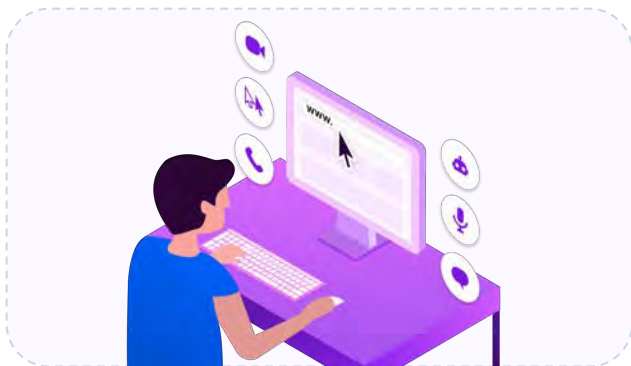
Modules

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Glia Solutions for Servicing Efficiency & CX

Glia provides solutions for all customer interactions

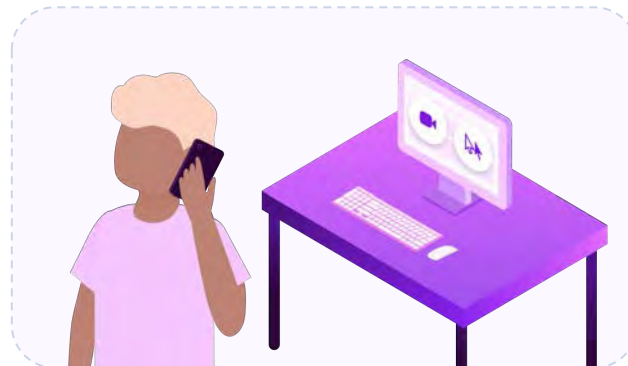
Web-Originated Interactions



Glia Hub

Initiate engagements from digital properties and provide online communications and on-screen experiences, augmented by AI-powered automation and coaching.

Phone-Originated Interactions



Glia Call Visualizer

Add immediate context to any phone conversation by tying offline phone calls to live web sessions.

Glia Virtual Assistants

Turnkey Automation for Banks and Credit Unions



Pre-Packaged Virtual Assistant For Banks and Credit Unions

Help Customers Self-Serve For 800+ Banking Tasks



Rapid Time to Value

GVAs Work Out-Of-The-Box



Easy to Use and Manage

Brand your Responses and Deploy. No Code, No AI Training

Glia Interaction Platform: Overview

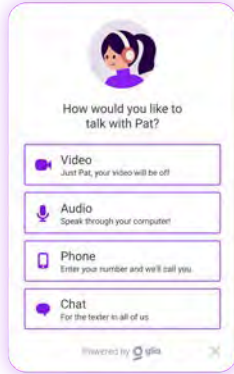
Solutions for Redefining how Credit Unions Interact with Members



Benefits

Benefits of Seamless DCS

Get Members and Agents on the Same Page



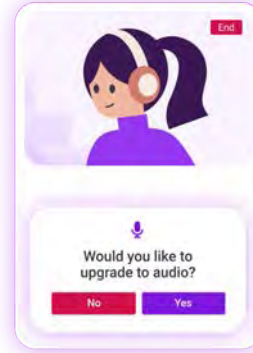
Meet 'em OnScreen

Assist at their moment of need



See 'em OnScreen

Instantly see where they need assistance



Keep 'em OnScreen

Seamlessly transition without missing a beat



Guide 'em OnScreen

Co-pilot them to current and future success