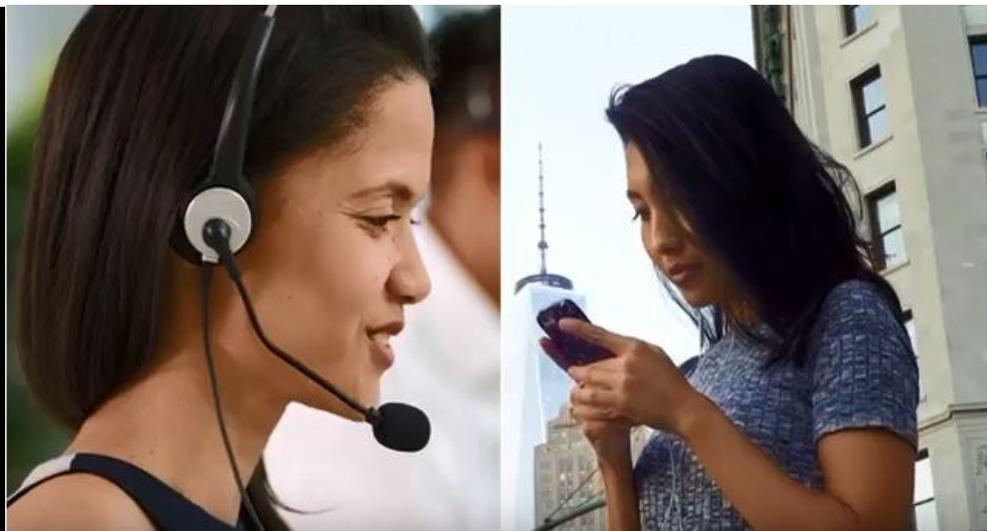


**Connect your
mobile client
directly to a
contact center
advisor.**

Without a hassle!



Visual Interactive Calling for Financial Services

verizon ✓

Mobile technology has changed the way you communicate with customers – and raised the bar on the level of service they expect from you. Today, personalized on-demand attention isn't just a "nice to have." It's becoming the norm. Providing secure self service options for your customers while they are on the go - and giving them the option to talk to an agent without leaving your app is essential. It does not matter what services you provide - consumer banking, wealth management or wholesale cash management and payments - Visual Interactive Calling can help you provide additional value. And if you can't deliver on your customers' demands for mobile access – they might just look to another company that can.

Verizon is one of the foundational technology providers that can provide value to our Financial Services clients helping you create secure, personalized experiences for your customers. Our solutions can drive competitive advantages in today's digitally-centric and mobile world.

Verizon offers technology that can enhance the customer experience by helping you:

- Accelerate transactions
- Improve decisions
- Address security compliance requirements
- Protect your customer's critical data
- Control costs

These benefits allow your mobile application to provide reliable self-service options and make customers less reliant on agents, while providing them the ability to get to a live person only when needed.

Visual Interactive Calling from Verizon gives your customers real-time access to contact center agents with a single "click" any time they need it, right from your mobile app. That helps you deliver better, faster service and can make your contact centers more efficient. Advanced authentication tools help secure every interaction. Plus, Visual Interactive Calling service connects with call routing systems from a number of vendors, so you typically don't have to switch platforms to start using it.

Deliver the Adaptive Enterprise

Visual Interactive Calling provides the tool kit that allows your mobile app to provide for seamless transactions and agent assistance in today's AI and machine driven-learning customer interactions.

Evolving Mobile Market and Customer Expectations.

Whether you already have deployed a mobile app - or are thinking about developing one, the need to provide immediate one click access to an agent is essential. The continually evolving financial services market of today has consumers demanding immediate self-service while they are on the go, but inevitably there are times when they get stuck - or need assistance to complete a higher valued or complex transaction. Users want to talk to an agent without giving them a history on how they go to this point.

Protect your investment.

Providing access to an agent within your app gives you the advantage of using your security controls to authenticate the user. Keeping the telephone call within the data stream along with the ability to capture and send information to the agent on the transaction provides the relevancy of the call to the transaction.

Streamline the customer service experience.

How Visual Interactive Calling works:

- A customer needs assistance, so he taps an icon in your mobile app.
- An agent receives a screen pop identifying the user and session context, and answers the call.
- The customer and agent can now share visual interactive content while speaking, helping solve issues quickly and efficiently.

Make a personal connection with customers.

Our interactive customer service solution lets you:

- Give customers an easy way to transition from mobile self-service to the contact center.
- Allows your app to provide better self-service options and make customers less reliant on agents.
- Allow agents to share visual content to improve customer assistance.
- Pre-authenticate callers using enterprise mobile app login, which helps to mitigate the risks of fraud.
- Integrate with your current call routing platform using our VoIP inbound service.

Deliver benefits to your customers and your business.

For your customers:

- Fast, more intuitive interactions
- A multimedia experience with visual content
- Control over when they engage an agent
- A seamless transition, with no need to repeat info

For your organization:

- Control costs from integrating with existing infrastructure
- Drive improved agent efficiency with greater context
- Simple sharing of visual information
- Help increase end user satisfaction

Visual Interactive Calling in Action

- User opens mobile app
- Logins into app using built in authentication
- Attempts self-service
- Unsuccessful resolving issue/needs more help

Without Visual Interactive Calling

- If app has a contact agent feature, click
- If not (or the app) then initiates a voice call using the phone's dialer
- Call may be routed to IVR to direct appropriately
- Contact Center Agent answers the call
- Agent verified users identity
- User provides history of what they are trying to do and where they got stuck
- Verbally repeats the steps already executed
- Agent understands the problem and transaction
- Agent enters information from user into their platform
- Agent pushes information/link to the device for user interaction
- User verifies and completes transaction
- Voice session ends

With Visual Interactive Calling

- Clicks on connect to agent in app
- App passes info to agent desktop
- Agent understands the problem and transaction
- Information can be pushed directly to the app/device from desktop
- User verifies and completes transaction

Visual Interactive Calling Helps Reduce Friction

- Calls are initiated from within the app using Web RTC over data channel
- App can pass identity of user and issue to center to route call to correct agent
- App can pass "token" to the agent desktop indicating where user is and what steps taken
- Since the user has been authenticated by app, agent does not need to verify
- Information passed by the app can populate the agent platform screen and provide details for where users is eliminating frustration of user
- Agent can initiate transaction and resolve issue quickly

Learn more: Watch the video at: <https://youtu.be/5Dwhk7jNTxE>

Find out how Visual Interactive Calling from Verizon can put your business ahead of the competition in customer service – and make customer interactions efficient and secure. Contact your account representative today or visit us at: <http://www.verizonenterprise.com/campaigns/unifiedcx/vic/>