



LINKLIVE

Customer Story

**INB Dramatically
Enhances Banking
Support by Integrating
Phone & Chat**

Client Overview

INB, National Association (INB), stands out in the banking sector with its mission to offer unmatched customer service. Since its beginning, INB focused on elevating financial service standards and putting customer needs first. This approach demonstrates INB's dedication to its clients and establishes INB as a customer-centric leader in the competitive banking industry.

The Challenges

INB encountered major challenges in improving client experiences, primarily due to disjointed communication systems. Integrating chat and call center operations into a unified platform was crucial for streamlining processes and enhancing customer service. Their dependence on an outdated solution highlighted inefficiencies, stressing the need for a more cohesive and efficient approach.

LinkLive Resolution

The search for a cohesive communication framework led INB to LinkLive, a communication platform promising to unify chat and call center functions under one roof. The implementation process, significantly supported by LinkLive's dedicated team, including on-site assistance, allowed for a smooth transition. This strategic move was further supported by comprehensive training and proactive support, ensuring the seamless adoption of LinkLive and the maintenance of high service standards.

The Results

LinkLive's integration brought significant improvements to INB's customer service, marked by enhanced efficiency and satisfaction:

- **25% Faster Response Times:** 25% better handle time and improved resource optimization significantly boosted customer satisfaction.
- **Streamlined Operations:** The platform's ease of use simplified processes, improving operational efficiency.
- **Insightful Reporting:** LinkLive's tools offered deep insights, refining evaluations and incentives.
- **Improved Job Satisfaction:** The team's high praise for the platform's simplicity elevated service standards in banking.

These collective advancements set INB for customer service excellence in banking and established a new standard for the financial industry, showcasing the power of strategic technological integration.

*"Our old solution was difficult to manage... We were excited to get with LinkLive and be able to put all **the communication under one umbrella.**"*

Kathy Greer

SVP Retail Executive Manager
INB



25% Better AHT & Improved Efficiency

Faster replies & resource efficiency boosted satisfaction.



Streamlined Operational Performance

Intuitive design & insightful reporting boost staff performance.



Phone & Chat Under One Umbrella

Unified communication platform boosts satisfaction & morale.

LINKLIVE

1.952.392.1834

REQUEST A DEMO

LinkLive is the leading all-in-one, AI-enabled communications platform trusted by the world's most highly secure organizations.