



**LINKLIVE**

## Customer Story

**Empowering River  
Run MHC's Contact  
Center Team with  
Innovative, Secure  
Solutions**

## Overview

River Run MHC's contact center exemplifies exceptional customer service, significantly enhancing the bank's operations in deposits, loans, and digital banking. Their quick adaptation to the rapid changes in the digital banking landscape ensures they meet the evolving expectations of their customers, reinforcing their commitment to providing top-tier service.

## The Challenge

Agents and supervisors at River Run MHC's contact center grappled with the complexities of digital banking, struggling to provide consistent, high-quality service. Disparate systems led to inefficiencies, hampering seamless customer service and challenging the maintenance of the bank's customer satisfaction standards. The absence of an integrated communication platform highlighted the urgent need to streamline operations and empower staff in the competitive banking environment.

## LinkLive Resolution

River Run MHC's contact center adopted LinkLive Banking for a unified approach to telephony, chat, and remote services. This platform empowered agents with AI-powered chatbots that automated routine inquiries, like customer identification and issue summarization. Precanned responses prepared agents for interactions expediting service, preparing agents for interactions and enhancing efficiency and quality. Additionally, agent and supervisor dashboards provided real-time operational insights. River Run also rolled out

generative AI on their Pentucket Bank website, enhancing their digital capabilities and positioning them as an AI leader in the financial industry.

## The Results

LinkLive Banking enhanced the efficiency and service quality of the bank's contact center. Automating routine inquiries with chatbots and utilizing precanned responses for initial customer interactions, the average quality session time has been effectively reduced to 25 minutes. Agents can now dedicate more time to personalized service, enhancing customer satisfaction. Moreover, both agents and supervisors have improved visibility into contact center operations, streamlining performance management. LinkLive Banking's secure, all-in-one solution ensures River Run MHC's contact center not only meets but exceeds today's digital banking standards, prioritizing efficiency, security, and exceptional service delivery.

*"Now we can answer remotely, we can answer in the office, we can answer anywhere in the world... LinkLive has not only become competitive, but **they've outrun the big names** in what they can do, and they're constantly growing."*

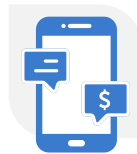
### Laurie Holt-Aspinwall

VP Service Center & Consumer Lending Manager @ River Run MHC



#### AI-Enhanced Customer Interactions

Empowering agents for better and more efficient support



#### Intelligent Digital Assistants

Chatbots handle routine inquiries to allow more time with customers



#### Operational Efficiency & Future Growth

Streamlined operations drive innovative growth

# 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.