

**LINKLIVE**

## Customer Story



**Innovation  
In Digital  
Strategy To  
Enhance The  
Human  
Connection**

# Overview

Headquartered in Tacoma, WA, Columbia Bank is a Northwest community bank with branches in WA, OR and ID that provides comprehensive solutions and expertise to businesses and individuals.

## The Challenge

Since Columbia Bank strongly values an innovative approach to banking, the organization was in search of a unified communications solution that could intelligently route incoming sessions across a variety of channels to the right resource. The organization was also looking for a solution that could be integrated into multiple digital banking providers. It was important to Columbia Bank that they could include all pieces of their digital communications strategy under a single vendor. The organization was looking for a solution that could unite the human relationships between consumer and banker while taking an innovative approach to utilizing new technology to improve the customer experience.

## LinkLive Resolution

Columbia Bank chose LinkLive Banking due to its innovative approach to enhancing digital customer service. The solution has simplified what was previously a complex digital strategy. Columbia Bank has multiple deployments of LinkLive Banking across their digital strategy with it integrated on the bank's public website,

as well as in three secure online banking solutions. With LinkLive Banking, Columbia Bank has been able to incorporate innovative technology to further consumer-representative relationships.

## The Results



**Single vendor for a robust digital communications strategy**



**Multiple deployments across digital solutions**



**Innovative approach to chat, secure mail & video banking**



*"LinkLive's ability to integrate with a variety of online banking platforms across the industry made it the perfect fit for our organization. The Revation Support Team has gone above and beyond to support us as we evolve," TBD*

### Derrick Ross

*Digital Products Strategist,  
Columbia Bank*

**LINKLIVE**

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We believe in the power of human relationships and that innovation in communication will connect people to help live healthier lives and achieve financial security.