



LINKLIVE

Customer Story

**How LinkLive Powers
Newburyport Bank
Unified Communication
Experience**

Overview

A premier community bank on the Greater Seacoast, Newburyport Bank's channel of service is through quality financial services, with a focus on providing the right solutions to help each individual and family achieve their ideal life.

The Challenge

Newburyport Bank had dated technology in their contact center that was impacting their customer experience. The organization had multiple vendors for their communication strategy and lacked a phone system that was integrated between their corporate office and branches. Newburyport Bank was looking to replace their on-premise legacy technology communications system and was in search of a cloud-based unified communications solution. By replacing outdated technology from multiple vendors, the organization hoped to reduce cost and create a frictionless customer experience.

LinkLive Resolution

Newburyport bank implemented LinkLive Banking in just a matter of weeks. LinkLive has streamlined all incoming calls and chats at branch locations and their corporate office, giving the bank easy access to real-time insight to data on their contact center performance at any point throughout the day. The bank has reduced the number of vendors they work with to

support their communications strategy by using LinkLive for telephony across the entire organization. The organization is most excited.

The Results



Securely designed and implemented within a few weeks



Contribution to the the top of funnel lead conversion



Quality sessions averaging 25 minutes in the initial meeting



"The Revation team has been so responsive and quick to support us with anything that we need. The company's focus on innovation in contact center technology is exciting and we know that we can rely on them to help us continue to improve our digital customer service. With LinkLive and Revation, we know we can always count on stellar service and innovation,"

Laurie Aspinwall

Assistant Vice President Service

Center Manager, Newburyport 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.