

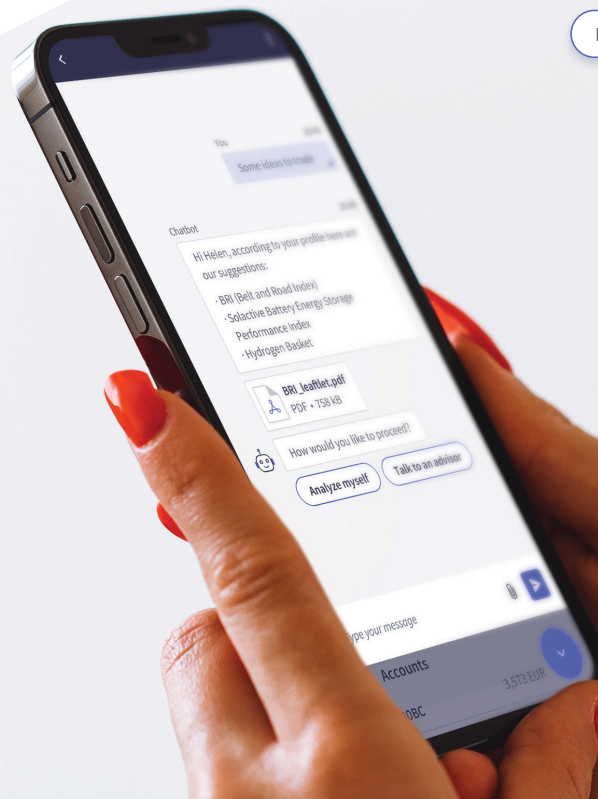
AI-Powered Chat for Unblu for Banks and Credit Unions by Directlink

Introducing AI-Powered Customer Service with Human Element

Directlink for Unblu is a virtual assistant that delivers an automated conversational experience within the Unblu platform to provide banks and credit unions with a single solution to streamline their digital banking operations and provide a superior customer experience. Connect with customers/members – anytime, anywhere. Deliver seamless, contextual experiences through conversations that traverse channels and provides continuity every step of the customer journey.

Unblu + Directlink: The Partnership that Powers Humanized Digital Customer Service

Unblu and Directlink are teaming up to provide financial institutions with access to best-in-class digital virtual assistants by offering Directlink’s first-of-its-kind AI-powered solution as a tightly integrated AI feature within Unblu’s award-winning Conversational Banking Platform to offer a powerful all-in-one offering from a single-source partner.



Virtual Assistant

Hi there, I am your digital assistant. How can I help you today?

Make overpayment

Move home

Borrow more

Repayment method

Talk to advisor

Unblu with Directlink Empowers Banks and Credit Unions to:

Reduce Operational Burden and Costs

- ▶ Lower call center costs by decreasing time-to-resolution while increasing business opportunities and cross-selling efficiency.
- ▶ Proactively reduce request volume through chat/call deflection and customer education using FAQs and other readily available content.

Increase Contact Center Efficiency

- ▶ Reduce low-value interactions and empower agents to resolve complex but high impact inquiries in a timely manner.
- ▶ Reduce request handling time by providing agents with informative background and insights into the need of the customers, allowing the agents to provide useful and personalized assistance effectively.

Boost Loyalty and Increase Reach.

- ▶ Deliver excellent customer experience by providing them with the flexibility to receive immediate assistance 24/7 using natural language to communicate with the chatbot, while having the ability to be transferred seamlessly to the most knowledgeable team of a live agents as desired.

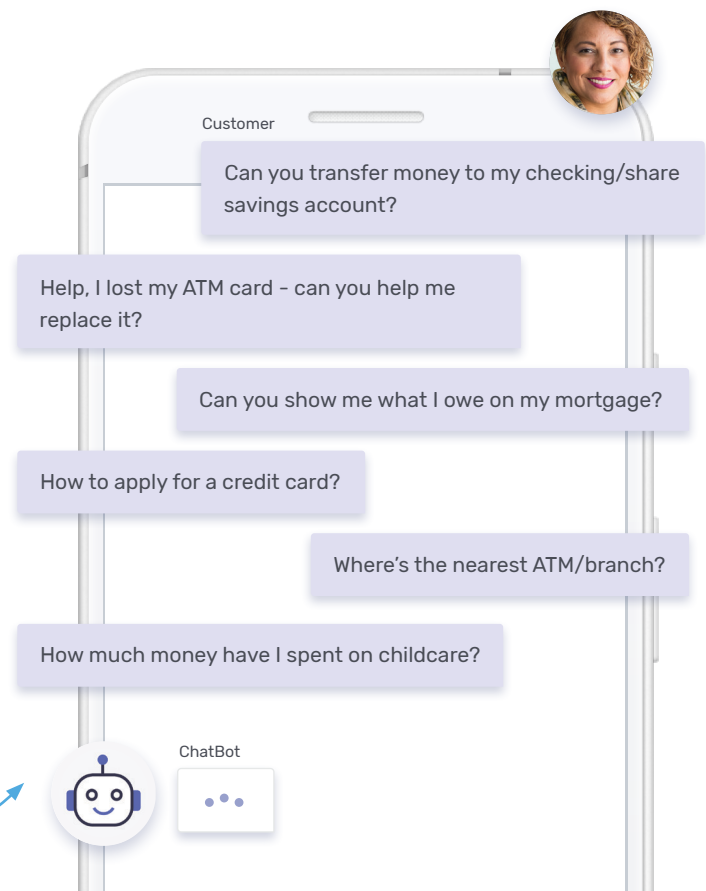
Directlink + Unblu Use Cases

Intelligence at your fingertips. Directlink's chatbot utilizes leading edge natural language processing and understanding (NLP/NLU) to deliver a human-like experience to better assist bank and credit union customers.

Directlink's NLU engines detect customer intent and ask the appropriate follow-up questions to fulfill the request. The system grows more intelligent over time by learning from conversational data to better understand and respond to queries more efficiently and accurately.

Ask me anything

Example questions that can be automatically answered by Directlink for Unblu by a customer/member:



Build and deploy cost-efficient, hyper-personalized, digital experiences at scale with Unblu + Directlink

Learn more: www.unblu.com / www.directlink.ai