

Beyond Business Hours

How Telco Community Credit Union Embraced
Round-the-Clock Support with Directlink



*THANKS FOR
CALLING TELCO CCU*



WHY CHOOSE DIRECTLINK?

We understand community banks and credit unions. Directlink is purposefully built to address the unique challenges and opportunities you face. Choosing Directlink is more than just adopting a platform; it's aligning with a vision - a vision of superior customer service, operational efficiency, and a commitment to pushing the boundaries of what's possible in conversational banking. With us, you're not just another client; you're a partner.

Beyond Business Hours: How Telco Community Credit Union Embraced Round-the-Clock Support with Directlink

BACKGROUND

Telco Community Credit Union, a respected financial institution with a strong community focus outside Asheville, NC, was navigating the challenges of consistently high call volumes with a limited number of agents. Their unwavering commitment to serving their members' needs compelled them to explore innovative solutions that would complement their current staffing.

THE CHALLENGE

With a dedicated team of two to three agents available from 8:30 am-5:30 pm on weekdays, Telco aimed to reduce the call hold time without overburdening or increasing its staff. Additionally, recognizing that members might have queries and requirements outside of regular business hours, they sought a system that would provide consistent and reliable responses round-the-clock and on holidays.

THE SOLUTION

Telco's choice to embrace Directlink was influenced by several strategic factors. A primary advantage was Directlink's seamless compatibility through the Jack Henry VIP partnership and its prebuilt SymXchange integration. This alignment facilitated a painless integration with Telco's existing Jack Henry Symitar On-Premises banking core. With member data security at the forefront, a dedicated on-premise VPN appliance was installed and supported a fully encrypted connection to core member data, ensuring robust and reliable protections.



AT A GLANCE

Challenges

- Telco faced high call volumes with limited of agents, leading to increased hold times
- To provide reliable support to members outside of regular business hours

Benefits

- 40% of calls deflected resulting in shorter hold times for members
- Afterhours voicemail allowed for complex queries to be logged and handled next day



A pivotal aspect of the Directlink implementation was the inclusion of Generative AI, which adeptly sourced and provided FAQ answers from Telco's public-facing marketing website. This move amplified the AI's ability to offer accurate and immediate responses, mirroring the quality-of-service Telco is renowned for and greatly sped up the editorial process during onboarding.

To further personalize and humanize the member experience, Telco introduced "Tessa", their AI-powered virtual assistant. Graced by her cardboard cutout presence in their branches, "Tessa" has become a friendly and reliable first point of contact to Telco members calling to branches and the main phone line. To facilitate a seamless transition and promote member adoption, Telco's proactive staff continues to play an instrumental role in guiding members to set up their digital account access.



TESTIMONIAL

“At Telco, we’ve always believed in the power of community and service. With Directlink, we feel we have reached the most cost-efficient and effective way of meeting our members where they want to be met. Some members just want to pick up the phone and call, where other members would rather use online services. It is our goal to ensure each member is taken care of 24/7, in their own preferred way. This partnership with Directlink has allowed us to provide better member service, during all hours of the day, without compromising our staffing or hours of operation.” **-David Burnette, CEO, Telco CCU**

RESULTS:

In just a short time since its September 14th, 2023 launch, Directlink has remarkably managed over 7,000 calls and the system boasts the ability to deflect 40% of calls. This translates to quicker solutions for members and an improved distribution of work for the contact center agents.

For the more complex queries, Directlink's feature of supporting afterhours voicemail ensures that members always have a channel to voice their concerns. These voicemails are promptly transcribed and forwarded as emails to the contact center, ensuring a systematic and timely response process during the next business day.

CONCLUSION:

With the introduction of Directlink's conversational AI platform, Telco CCU has set a sterling example of how technology and AI can be harnessed to elevate member service. By seamlessly intertwining "Tessa" into their service framework, Telco continues to uphold its legacy of prioritizing member needs and delivering exceptional service experiences.

FIRST 4 WEEKS

+7,000

Calls Handled by Virtual Agent

40%

Calls Deflected

+1,000

Fully Authenticated Calls

2.5 X

Projected ROI - 12mo post go-live



ABOUT

Directlink is an all-in-one conversational banking platform designed for Community Banks and Credit Unions. Seamlessly transition from AI to human support, meeting real-time customer and member needs. Enjoy secure, compliant, hyper-personalized interactions while effortlessly integrating into your FinTech ecosystem for a superior customer experience.



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