MOVA.AI

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Mova.AI has become a foundational part of how we understand and improve customer interactions across our Customer Care and Personal Banking teams. We've used Mova to ingest and analyze 100% of our 52,000 monthly calls and chats, providing complete visibility into customer conversations. Mova has unlocked actionable insights that help us better serve our customers, coach and train our associates and identify new opportunities to offer solutions and services.

The platform has enabled us to move beyond manual reviews and into a space where data-driven decisions are the norm. Efficiency gains have been significant: We're eliminating manual QA reviews, enabling real-time insights and repurposing capacity for higher-value work. We've discovered new ways to leverage Mova's insights – from enhancing associate performance to refining customer experience strategies – and we continue to find more value as we expand its use.

Proactive issue resolution has been a game-changer. Mova detects emerging trends within 48 hours, allowing for quicker response and improved customer satisfaction. The strategic impact is clear with insights contributing to an 87.6% decrease in complaints year-to-date and associate coaching increasing by 30%.

What truly sets Mova apart is their team. They're responsive, collaborative and genuinely invested in our goals. Their commitment to building a solution that works for us has made a real difference. Mova.AI isn't just a tool, it's a strategic partner helping us grow smarter and serve more.

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