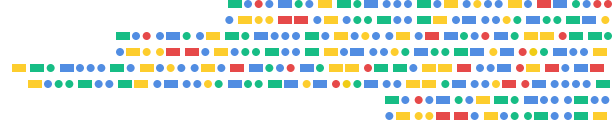


Gesa Credit Union

Case Study





Overview

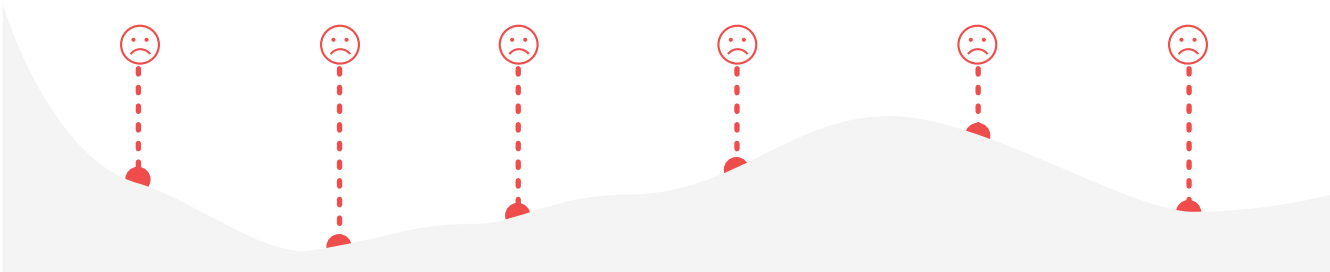
Gesa Credit Union, the largest financial cooperative in Southeastern Washington, serving over 250,000 members services on the website challenging for both its members and

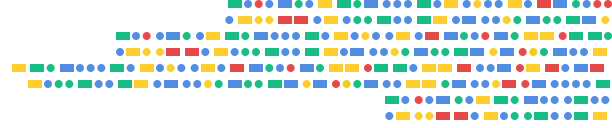
The Problem

After a recent merger, Gesa's portfolio of products and services more than doubled and members tripled. This made finding products and prospects. This negatively impacted their top line, bottom line and member experience.

Pain Points

- Loss in new revenue through lack of new product adoption & new member signups
- Drop in member satisfaction rates due to a lack of awareness of best fit offerings
- Increased costs from contact center operations
- Depleted member experience due to a lack of 24x7 support and high query resolution times





Solution

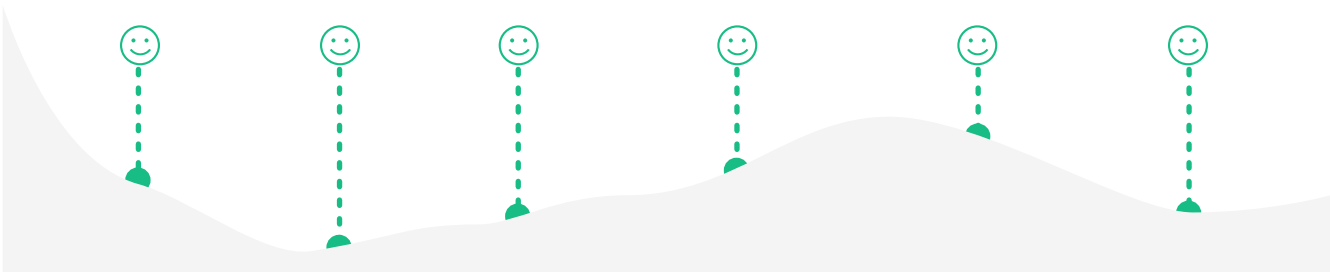
Uni, the digital assistant powering Gesa Credit Union, is currently on the website assisting members and prospects

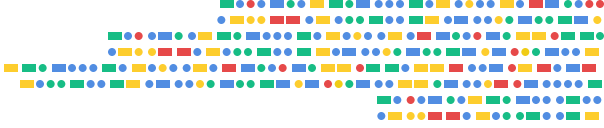
Uni’s Impact

- With Uni, Gesa has been able to deflect a large portion of the call center inquiries, greatly reducing call volumes leading to cost savings
- Uni is enabling new revenues by helping members and prospects find the information they are looking for in an instant
- Great member experience is ensured as Uni responds to the majority of customer queries instantly
- Gesa is ensuring 24x7 member support, without investing in contact center operations
- As a whole, Gesa is aiming to leapfrog the current member experience from digital to AI-first

Key Impact Metrics

216K	98%	\$1.0M	1291Hrs
Queries answered	Accuracy in responding to queries	saved from support operations	of member time averted





“ Roughly ‘Uni’ has saved us over \$200,000 just in the last 2 months. Wherein people are able to get their information and make some intelligent decisions on their own as opposed to calling Gesa.

- **Raj Bandaru**, CIO, COO, Gesa Credit Union

What does the near future hold?

“ The next step is to integrate ‘Uni’ inside our Call center phone system to automate a large portion of the calls. 60% of the calls that we get are related to basic information like, "Hey, what's my balance?" And then the other 15% or 20% questions are "Hey, did my Social Security check clear?"

- **Raj Bandaru**, CIO, COO, Gesa Credit Union

In this year, through 'Uni', Gesa is expected to achieve

\$3 M

Savings in
operational costs

\$1.5 M

In new
earnings

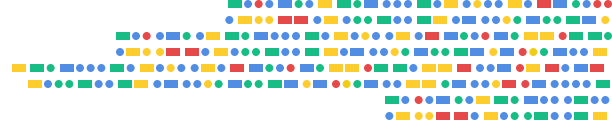
& Prevent

Member churn

Overall, Uni is expected to bring significant ROI for Gesa.

Next Steps

- Support all browsers and devices
- omni channel capabilities - Website, Mobile App, SMS, IVR
- Assist members with information, transactions and proactive experiences
- Integrate with CBS/CRM applications
- Successfully support the differently abled according to ADA guidelines

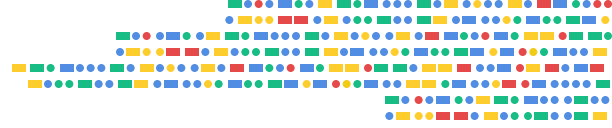


According to **Gartner**, by 2021, more than 50% of the enterprises are expected to invest more annually on Digital Assistants as compared to traditional mobile application development.



The collective knowledge, interface has derived from processing millions of conversations, has been made available to Gesa from Day 1. This has enabled Gesa to not only make Uni available to their customers in no time but also, to provide exceptional member experience from the get-go. Uni will continue to learn and improve with every interaction.

- **Srinivas Njay** • Founder & CEO, interface



About interface

interface powers financial institutions with Intelligent Virtual Assistants (IVAs) that help them to provide a rich and personalized experience to all consumers. interface is a secure, easy to deploy a solution that helps banks & credit unions to offer a self-serve platform for its consumers, increase loyalty and thereby decrease their customer support cost significantly.

With **interFace**'s Intelligent Virtual Assistants financial institutions are able to


- Provide Best-in-class Customer Experiences
- Significantly Increase Revenues
- Enhance Operational Efficiency & Bottom-line
- Improve Customer Retention

interFace powers several financial institutions across 5 countries spanning millions of conversations. We are creating significant value for financial institutions in their customer, member & employee experience, top line, and bottom line



interFace Inc

 155 Bovet Rd #700,
San Mateo, CA 94402

 +1 650 381 9283