

CASE STUDY

LINK with Click4Assistance Live Chat



Finan

LINK is the UK's cash machine network. Owned by 29 members including the UK's main banks, building societies and cash machine operators, LINK are a not-for-profit organisation governed by an independent Board. As a key part of the UK's financial services infrastructure their work is overseen by multiple independent bodies and regulators.

LINK works with the government and public to ensure every community gets the right access to cash, for as long as it is needed.

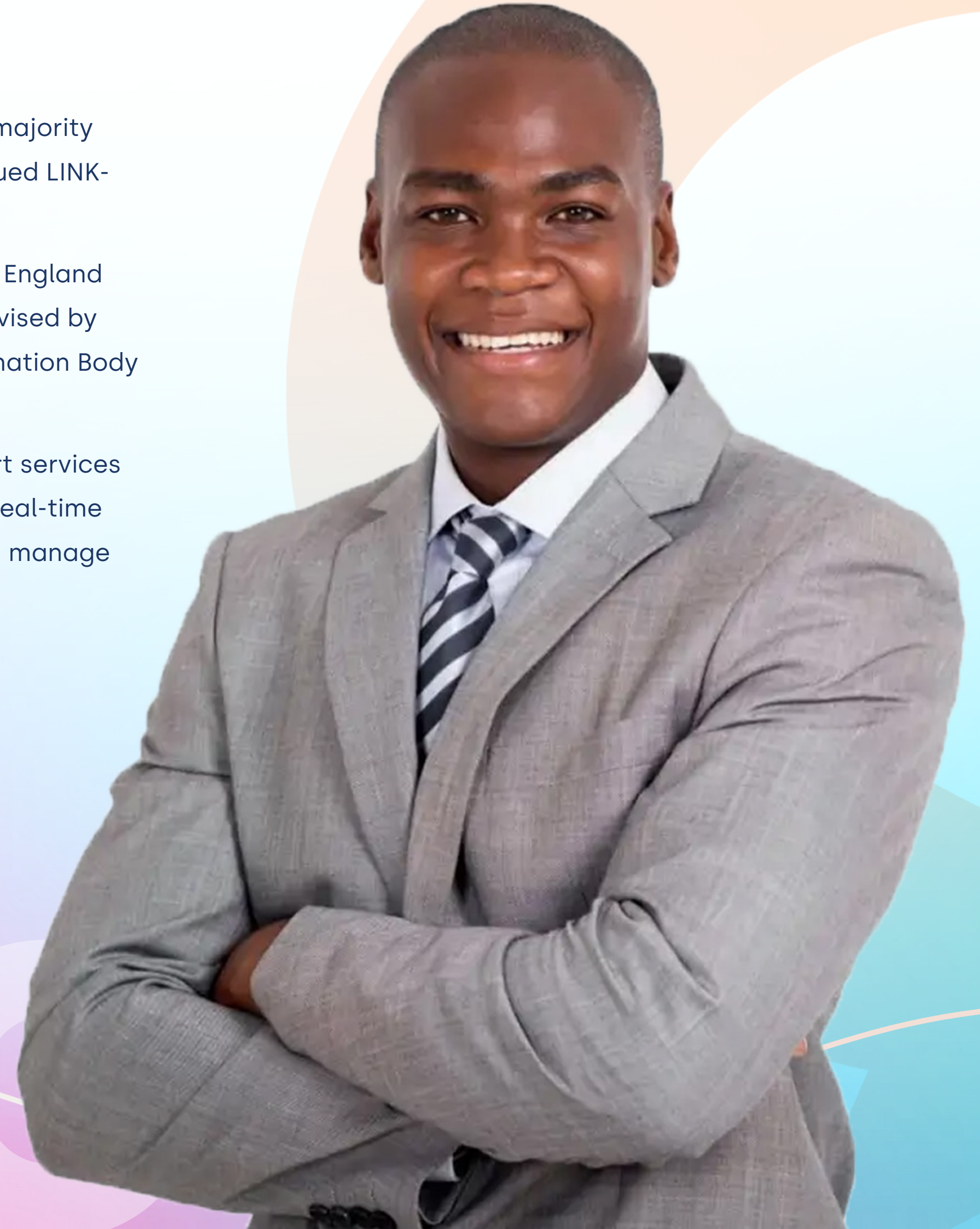
- **CONNECTION:** LINK connects the vast majority of cash machines to over 100 million UK issued LINK-enabled cards.
- **REGULATION:** Regulated by the Bank of England and the Payment Systems Regulator. Supervised by the Financial Conduct Authority for Coordination Body activities.
- **FRAUD PREVENTION:** Detection and alert services are part of LINK's core services. Their near real-time Transaction Enquiry System helps members manage customer queries quickly.

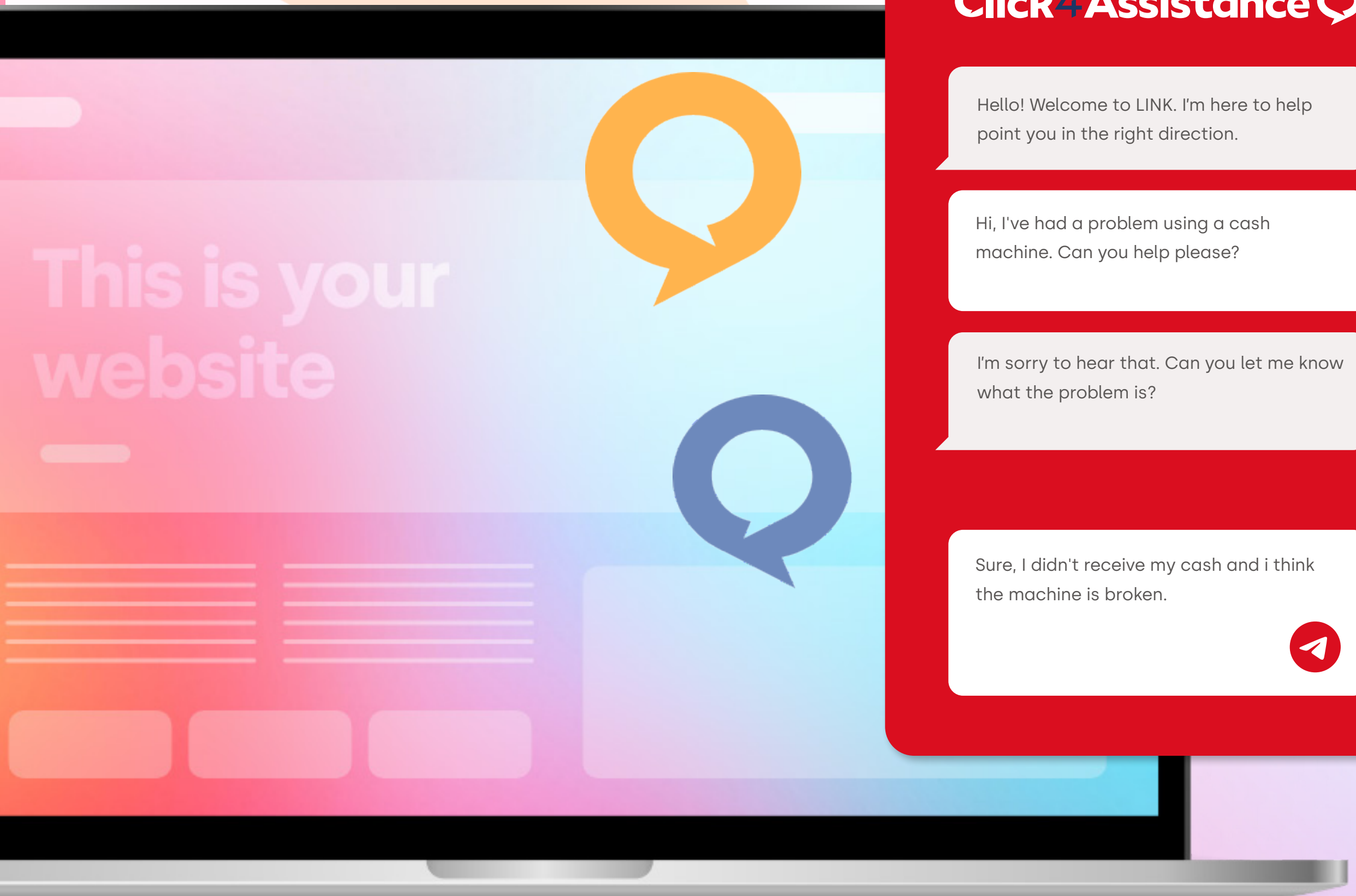
Collingwood



IntegraFin

Click4Assistance





Click4Assistance

Hello! Welcome to LINK. I'm here to help point you in the right direction.

Hi, I've had a problem using a cash machine. Can you help please?

I'm sorry to hear that. Can you let me know what the problem is?

Sure, I didn't receive my cash and i think the machine is broken.



Adapting to the way customers prefer to communicate

LINK identified that the website was technical and information driven, and they needed to rebuild to provide a more customer centric focus. Adding Live Chat was a part of a larger project to make the website more accessible and easy to use.

They investigated several live chat suppliers, and requested an online demo of the Click4Assistance solution as part of the procurement process.

Click4Assistance was selected for several reasons. It was one of the few providers operating solely from the UK, it provided assurances around data security, and the Chatbot functionality was easy to implement.

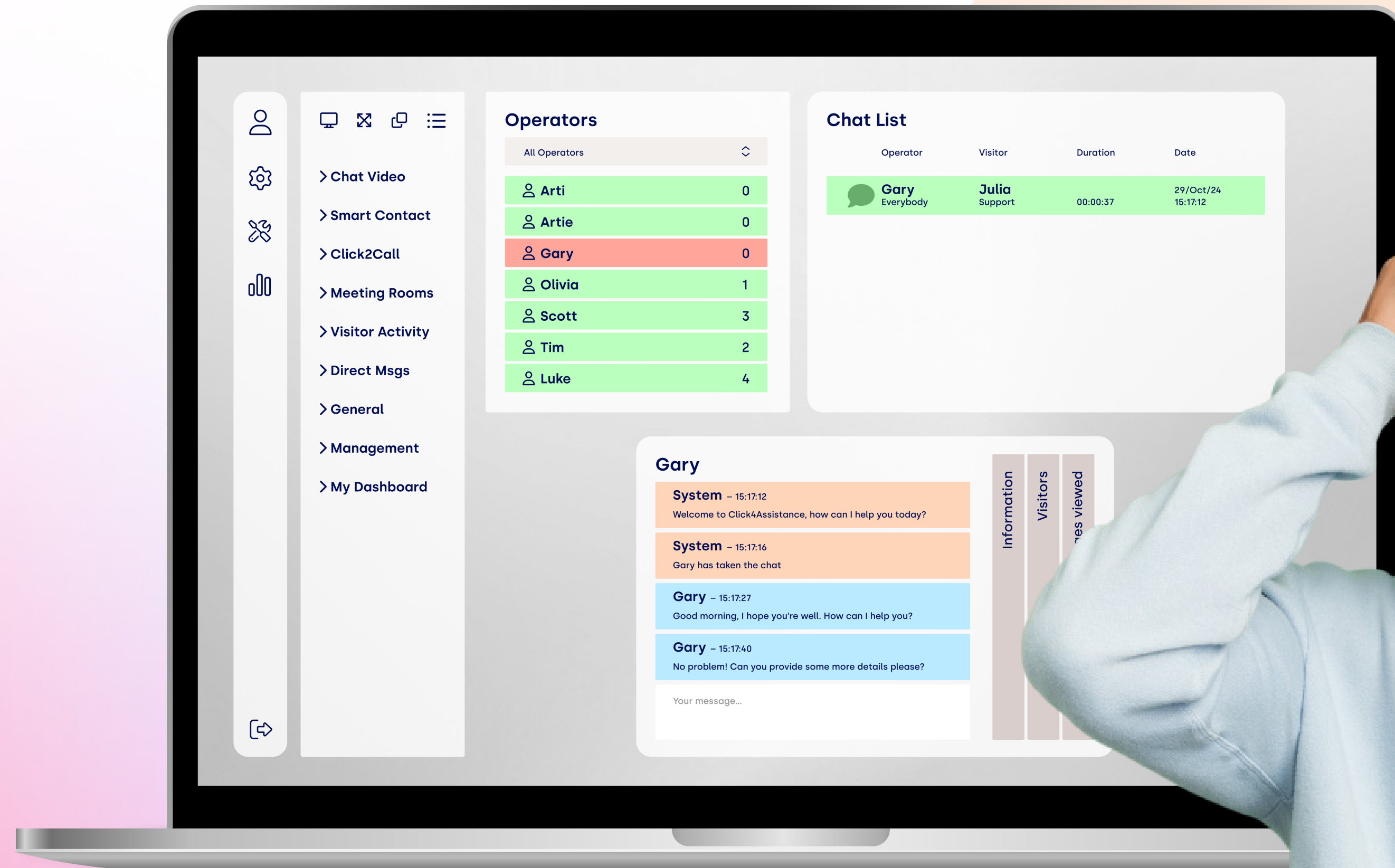
The Challenge

Operating within a regulated sector, LINK had to ensure they partnered with a software provider who could demonstrate **robust security** and strict **compliance** with industry regulations.

The software needed to provide a stand-alone **chatbot**, as there was no resource for staffing an additional communication channel.

The staff supporting the online form enquiries would often be overwhelmed with non-relevant enquiries. Many members of the public would visit the LINK website to report inappropriate issues such as card declines and similar queries that would require direct contact with their bank.

A solution was required that would provide **excellent customer service**, reduce the strain on the support staff, and **funnel enquiries** to the correct source.



A man and a woman are standing against a colorful background of abstract shapes and lines. The man, on the left, is wearing a dark blue blazer over a light-colored shirt and blue jeans. He is holding a blue speech bubble with the letters 'SSO' in white. The woman, on the right, is wearing a light blue blazer over a white top and tan pants. She is holding a large yellow speech bubble with the words 'Full Training' in red. The background features a gradient from orange to blue, with various geometric shapes and a white wavy line.

SSO

Full
Training

The Solution

Click4Assistance's **CONI** chatbot is a conversational interface, taking the visitor through a series of questions and answers in order to provide the correct information.

CONI is easily configured and updated within the unique Bot Builder module within the Click4Assistance interface. Using a simple, drag and drop, step by step screen, the conversation flow can be designed and tested to ensure the best customer experience.

The strategy included:

- Click4Assistance chatbot experts working with LINK to layout the **conversation flow** in the most efficient and user-friendly format.
- Collaborating closely with **compliance and security** teams to guarantee all regulatory obligations were met.
- Ensuring LINK **procurement and technical** teams were supported through implementation.
- Maintaining **brand integrity** with customisation of the chat button and windows.

LINK found the addition of the small piece of script required to add the solution to the website easy to administer.

The Impact

LINK reported a reduction in online contact forms by around 30%. This has eased the strain on resources and changed the landscape of the type of enquiries received.



- > **LINK found the solution easy to implement and use.**
- > **200 enquiries per week are now channeled through the Chatbot.**
- > **C4A were able to satisfy all security requirements within the highly regulated finance industry.**

Following a BBC article covering the Lloyds branch closure announcement, the LINK website was inundated with a surge of visitors and subsequent enquiries. Even with the unexpected demand the Click4Assistance CONI bot didn't miss a beat and continued to service the increased traffic with speed and accuracy.

LINK informed us they expect the Chatbot to remain into the future, to continue providing top class support to their customer base and maintaining the benefits experienced by the back office customer service team, who are now able to deal with more complex or specific requests.

Get started with Click4Assistance Live Chat

Click4Assistance offers cutting-edge live chat, chatbot, and AI-driven solutions tailored for the financial services sector. Contact us today to discover how we can help you streamline communication and deliver exceptional support.

www.click4assistance.co.uk

Trusted by you

4.95 of 5
on
 **Trustpilot**

