ushur

Make your work flow™

Ushur for Hardship Inquiries & Account Resolution

Personalizing Critical Banking Customer Conversations

☑ **FINANCIAL SERVICES**

LIFE & ACCIDENT

HEALTHCARE

PROPERTY & CASUALTY

CHALLENGE

Banks and their customers share a common goal when financial hardship results in late or missed payments on loans, mortgages, and credit cards – to find a solution quickly that avoids the distress and costs associated with defaults and foreclosures. The traditional experience is limited to one path for a customer to respond to a late payment notification – call the bank's service center. When the consumer's expectation for self-service conflicts with having to wait on hold to speak with an agent, their financial stress is now compounded by a friction-filled experience while discussing a very sensitive topic with their bank. With the Great Resignation unabating, banks find themselves in an endless and expensive recruiting, hiring, and training loop as they strive to contain service center hold times, reduce abandoned calls, and manually resolve hardships and collections.

SOLUTION

Ushur's Customer Experience Automation™ platform enables banks to create an automated, scalable, and secure conversation that guides customers through the hardship inquiry and where appropriate, account resolution journey. When the customer calls the service center in response to a missed payment notification, they can bypass the hold queue via call deflection. If permitted, this can also be initiated by a proactive outbound SMS message. The Invisible App™ offers an intuitive, secure, and personalized interaction with the bank. With resolution always the goal, a missed payment can be quickly facilitated. But if that is not possible, the customer is ushered into a hardship inquiry. Ushur's state-of-the-art Conversational AI understands the source of the customer's difficulty through their answer to a single, open-ended question. With that insight, the customer is guided down the right path, to provide the needed information and documents. Relevant data is extracted, including via OCR from uploaded files and photos, and interfaced to the bank's back-office system for immediate processing.

RESULTS

Ease and speed of self-service via Ushur CXA drastically improves customer experience. Service center agents are more available to customers who prefer a person-to-person engagement, reducing call hold times and abandoned call volumes. Ushur eliminates manual handling including redundant data review and input, reducing costs and processing time, in turn further elevating customer service.

USHUR'S SOLUTION IN ACTION

Secure
interface ensures SOC 2 compliance

24/7
answers to member questions

No-code
SaaS solution requiring almost no IT support

Cut Costs
and improve customer/member experience

60-day
pilot

90% of consumers want an omnichannel service experience

85% of customers/members expect service without interacting with a person

66% of customers/members will choose self-service instead of a live agent

49% of consumers use 3-5 interaction channels

credit card, auto loan, mortgage default rates increasing

For more information on how Ushur is helping health plans, please go to **ushur.com** ›