Success Story

FinTech Lender Improves Omnichannel Engagement & Customer Satisfaction with LiveVox

LIVEVOX

Increased Omnichannel Engagement and Customer Satisfaction

AMERICAN FIRST
FINANCE

> *Prior to LiveVox, we were using several different applications across voice, email, and SMS. This created handicaps in our ability to quickly service and report on multichannel engagement. With LiveVox, all of our channels are on a single platform, providing our agents with the insight they needed to immediately identify and service the customer, regardless of the channel. In doing so, it's helped us not only facilitate faster multichannel response times, but also provide a unified experience for both customers and agents.*

— Tom Nusspickel
COO
American First Finance

Problem

Like many contact centers, American First Finance utilized separate email and SMS applications to engage with their customers in addition to voice. This created significant data gaps between each channel. As a result, both the customer and agent experience on these new channels were disconnected. Insight into channel performance was also difficult to understand without the data centralized in a single location.

Solution

LiveVox's customer engagement platform provides unified multichannel capabilities across all digital channels. A fully integrated platform empowers contact center managers to create blended multichannel campaigns on the fly and with minimal reliance on IT. In addition, LiveVox helps eliminate the cross-channel data gap, equipping agents with the information they need to quickly service the customer upon connection – regardless of channel.

Success

With LiveVox, AFF was able to significantly minimize the steps needed to know the customer upon connection across Email, SMS, and Voice. With visibility into the customer automatically, agents were able to provide customers with more personalized engagement and a true omnichannel experience, shrinking service times and minimizing customer frustration.

American First Finance is a leading FinTech Lender headquartered in Dallas, Texas. AFF provides lending services to a variety of industries including automotive, furniture, plumbing/HVAC, cosmetic, and flooring.