

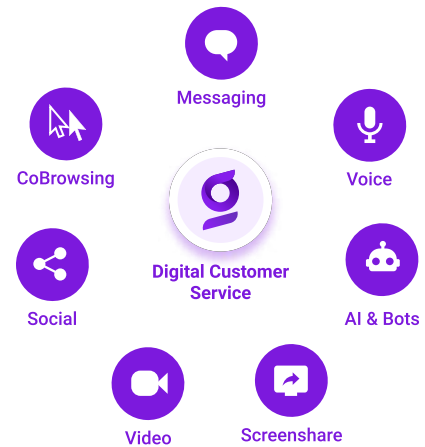
Glia | Digital Customer Service

Reinventing How Businesses Support Customers Online



We've all become accustomed to conversing with each other through chat, voice, and video in our personal lives. Why shouldn't we expect the same from the businesses we patronize?

Glia breaks down the walls of traditional customer support by combining all communications means into one unified, **digital customer service** (DCS) experience that is **always on-screen** and starts wherever the customer is. Regardless of where it begins, each interaction can easily and **seamlessly move between channels**, without losing continuity and context or having to restart the conversation – **gone are the days of "Please re-enter your..."**



Reducing Customer Effort

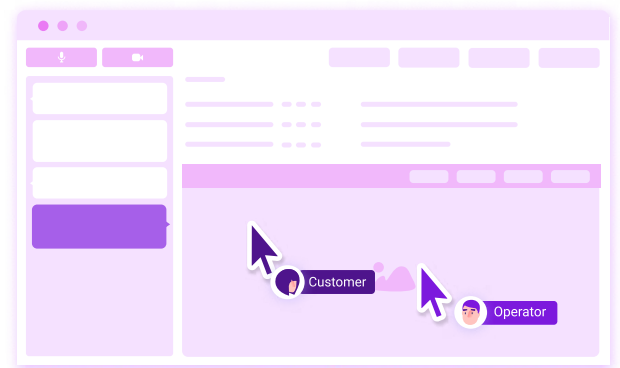
High-touch businesses, like banks, credit unions, and insurers, thrive on the **personalized one-to-one service** they offer. Yet, traditional phone, IVR, and web customer service often feels like a series of disconnected hurdles and endless repetition that frustrates customers and the representatives trying to assist them.

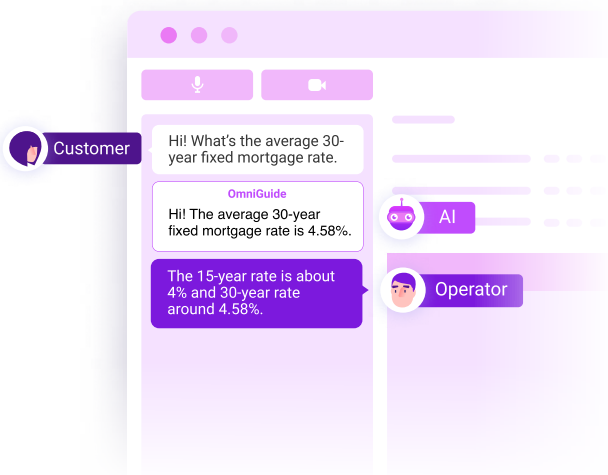
Glia changes all that by enabling businesses to easily support customers at their point of need, in the **most-convenient channel** – from user-initiated or proactive **chat, social and SMS**, to **phone, online voice and video** – then seamlessly transition between channels, bots and representatives as needed.

Live observation enables agents to see what a visitor sees.

Along with multi-application **screen-pop** in the Glia Hub unified agent desktop, agents have a **meaningful context** of customers' needs. All relevant information seamlessly flows throughout the interaction wherever it goes, regardless of where it started.

Dual-cursor CoBrowsing empowers agents to view and co-pilot customers' on-screen experiences, without plug-ins, to minimize effort and increase successful outcomes. Call Visualizer extends that benefit to guide traditional phone callers who start off-screen.





Human Touch, Bot Assisted

Glia's **AI management platform** adds layers of efficiency, automation, and effectiveness to interactions.

Conversational chatbots can provide a satisfying self-service environment or an intelligent front-end concierge to live engagements.

AI-powered operator assistants give contextual response suggestions and compliance alerts that empower service representatives to be more productive and satisfied in their jobs and provide the optimal customer support experience.

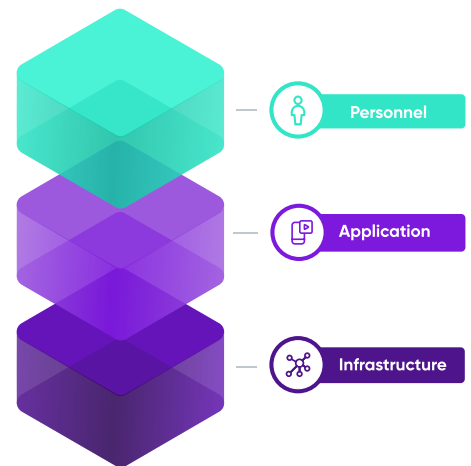
Glia's AI Orchestrator enables plug-and-play management of multiple bot engines, along with tools to optimize them.

Enterprise Reliability and Security

Glia's platform was architected from the ground-up to exceed the security, reliability and compliance needs of the most demanding financial enterprises.

Glia **masks out sensitive form fields** on-screen and encrypts interactions to ensure privacy, security, and peace of mind for customers and agents.

Glia runs on a **hardened Amazon Web Services (AWS)** infrastructure, using the **latest encryption** technologies and independently deployable microservices to ensure **scalability and high availability**. Dedicated GSEC-certified security staff and SOC-2 audited controls provide **end-to-end security validated** by independent experts and major financial institution security/compliance teams.



Easy to Implement, Easy to Do Business With

Glia was founded to provide the best experiences for our clients, and their customers and members. Our WhiteGlove™ customer success team is dedicated to understanding your current and future service goals and ensuring successful implementation and growth.

Rich, open APIs and low-code SDKs, supported by Glia's responsive, experienced team, **enable you to integrate** the data and applications your representatives need in a **unified agent desktop** while ensuring a **future-proof** DCS solution.

Adding Glia to your online properties is accomplished with a **simple line of code**. Business logic controls where and when support options appear to customers.



Great technology means nothing if you can't use it. **Glia partners with you every step of the way to share best practices and ensure success for all.** Many of our customers have told us that we are the **easiest provider to work with** and a true partner for their business. We hope you'll say the same someday.

Book a **Custom Demo** Session Today!

