

## ON-LINE BANKING: PARTNERSHIP BETWEEN EXPRIVIA AND VIVOCHA FOR A SMARTER ON-LINE CUSTOMER SERVICE

### *Exprivia DFS is to integrate the Vivocha real time customer care platform in its on-line customer service solutions*

**30 March 2017** – Remote interactions between banks and customers are increasing constantly and on-line customer care is evolving with a range of increasingly smart real-time services integrated in bank portals or mobile banking solutions: from consulting with a personal financial manager through a video chat to guided web page browsing and proactive interaction between the customer and a specialized operator that identifies the user’s problem in advance during his visit to the site and proposes real-time solutions.

This is all reality following the stipulation of the partnership agreement between **Exprivia Digital Financial Solutions Srl**- a company in the **Exprivia** group focusing on solutions for the financial sector – and Vivocha S.p.A. – the European leader in the provision of Real Time Customer Engagement platforms –for integration of the multimedia communication platform Vivocha.com in the solutions offered by Exprivia to its banking customers.

*“The alliance between Exprivia and Vivocha – states **Filippo Giannelli, CEO of Exprivia Digital Financial Solutions** – will enable us to offer a more complete omnichannel solution that includes points of contact throughout the customer journey. Both banks and insurance companies will improve their digital interaction with customers, increasing the efficacy of the on boarding strategies and winning the trust of the customers acquired”.*

The Vivocha.com solution – recently awarded a prize by the prestigious American magazine Computer Telephony Magazine as the WebRTC Product of the Year – will be integrated in the **Exprivia Omnichannel Point of Contact suite**, thus allowing the support times and costs of the remote digital customer services to be reduced significantly. The new solution, designed for retail banking customers, will integrate with the Personal Financial Manager application for personal or family economic and financial planning, through a text interface for activating the customer’s requests and the internet-mobile banking of the bank.

The solution is also designed to raise the information and financial services to a new level of use; in particular, with regard to budget management, it provides the bank with information useful for anticipating the customer’s needs.

*“The rapid change of customer care paradigms in the world of finance requires an increasing focus on the digital channels of contact and, in particular, on the preparation of customer services that can be provided via the web and mobile networks”, declared **Gianluca Ferranti, CEO of Vivocha**. «Our Real Time Interaction solution supports the implementation of these channels completely, offering banks and insurance companies a set of solutions that range from inApp messaging services to support for Facebook Messenger, from Video Chat channels to collaboration. In this scenario, integration with the Exprivia PFM solutions that also guarantee a significant reduction in integration and management costs, thus also enabling a higher level of customer experience to be reached, is of strategic importance”.*

## EXPRIVIA

Exprivia is an international group currently made up of about 1800 professionals capable of activating the digital transformation process through solutions that involve the customer's entire value chain. With its know-how and experience gained in more than 30 years of continuous operation on the market, Exprivia has a team of experts specialized in the technology and domain environments, from Big Data to Cloud, IoT to Mobile, the SAP world to IT Security, distributed across its sites in Italy and overseas (Europe, America and Asia). Listed in the MTA STAR segment of the Borsa Italiana Stock Exchange (XPR) since 2000, Exprivia works alongside its customers in the banking&finance, energy&utilities, telco&media, manufacturing&distribution, aerospace&defence, public administration and healthcare sectors. The company is controlled and coordinated by Abaco Innovazione S.p.A

[www.exprivia.it](http://www.exprivia.it)

## Vivocha S.p.A.

Founded in 2012, with more than 150 Enterprise clients globally NGDirect, AXA, Allianz, Accenture, Crédit Agricole, Generali, Hastings Direct, Conrad, DHL, Debenhams, BforBank, E.ON, Pacifica, PGGM, ProBTP, Reunica, Distrelec, L'Occitane, Postcode lottery, TUI, Vivocha is an award-winning startup with offices in San Francisco, Milano e Cagliari. Vivocha develops and sells an innovative Online Customer Interaction platform, that enables businesses to seamlessly communicate with prospects and customers right on the website or Mobile App, using any combination of Video, Voice, Chat, and collaboration tools like assisted browsing, form & document sharing. Live in less than 5 minutes, Vivocha.com increase conversion rates and customer satisfaction thanks to a significant improvement of online and mobile customer experience.

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