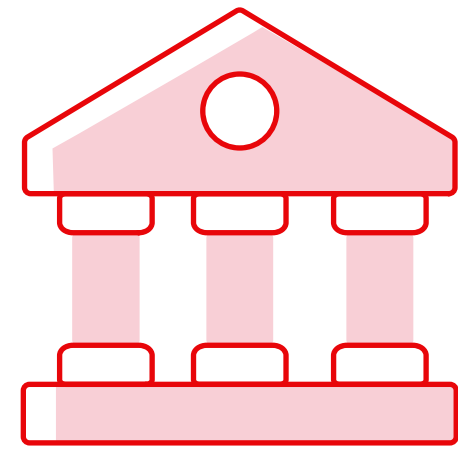


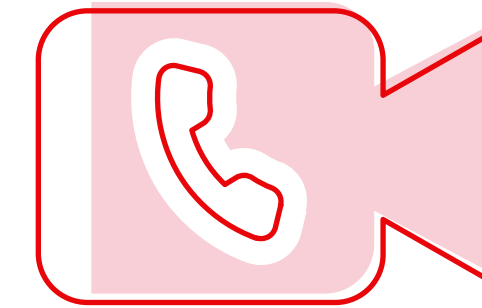


Kaleyra Helps Banca Widiba Offer A Seamless Banking Experience With its Video Solution





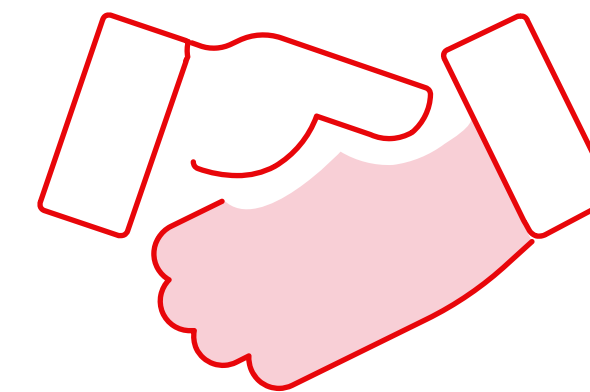
Vertical
BFSI



Product
Video




Location
Italy



Client Since
2020





INTRODUCTION



After becoming accustomed to new virtual service options during the pandemic, today's consumers demand a greater degree of flexibility and efficiency from their financial institutions. More than **67%** of consumers use video calls to communicate with businesses and service providers globally. Video calls have been on the rise substantially over the past few years, which means banks and financial organizations have an excellent opportunity to meet new demand by offering video calling.

A growing number of financial customers prefer to interact with their bank face-to-face to discuss more complex matters, and video conferencing provides the best avenue for combining digital empowerment and human expertise. Here is a case study about how Widiba, a digital bank, used Kaleyra's services to redefine customer experiences.



ABOUT BANCA WIDIBA

Banca Widiba is an online bank created in 2014 to provide customers with an innovative approach to manage their money. It prides itself on delivering a high-value service through the use of a digital platform that can be customized by users to suit their own particular needs.

Banca Widiba offers a customizable online platform and a network of over 500 financial advisors throughout the country (Italy). It has a complete range of products and services for the daily management of savings and investments. The bank stands out in the market for a relationship model based on the expertise of the Advisory Network.

Significant growth on all business fronts, continuous innovation, and relationships make Banca Widiba a solid organization capable of listening to and interpreting people's needs.

Technology is said to be in the DNA of the bank, and it is constantly striving to make sure its growing base of customers continues to benefit from the latest cutting-edge developments. In doing this, it knows it will fulfill one of its leading priorities, which is to make any banking transaction an easy and intuitive experience for customers.





Banca Widiba's Goal

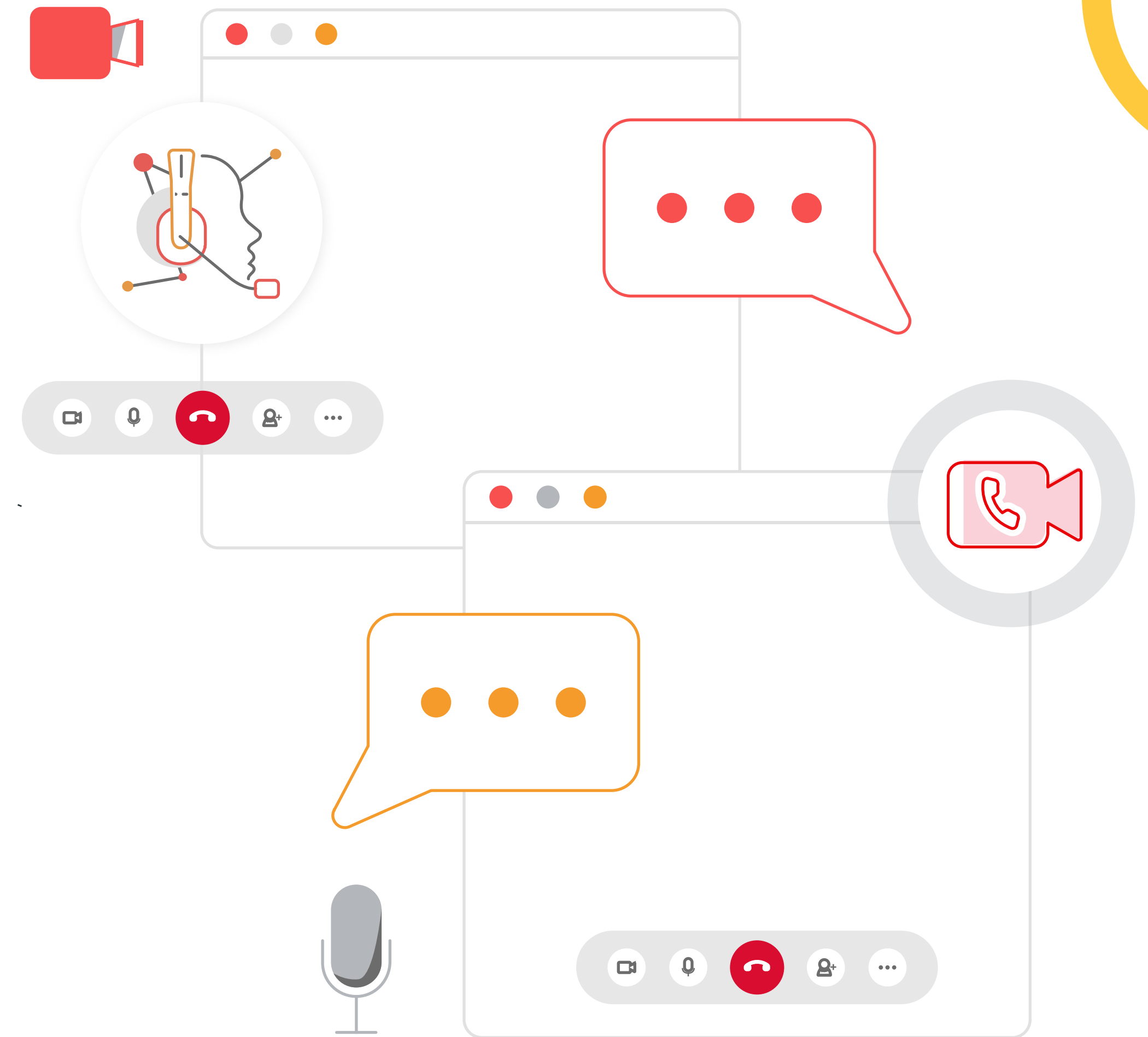
Banca Widiba wanted to facilitate remote communication between customers and the bank to enhance their experience



Banca Widiba's Key Requirement

Since its inception, Banca Widiba had set itself a goal of being a brand that is capable of listening to customers and interpreting their needs in the best possible way. To accomplish this, the brand chose to invest in video banking to foster the experience of dialogue and interaction and to enhance security processes.

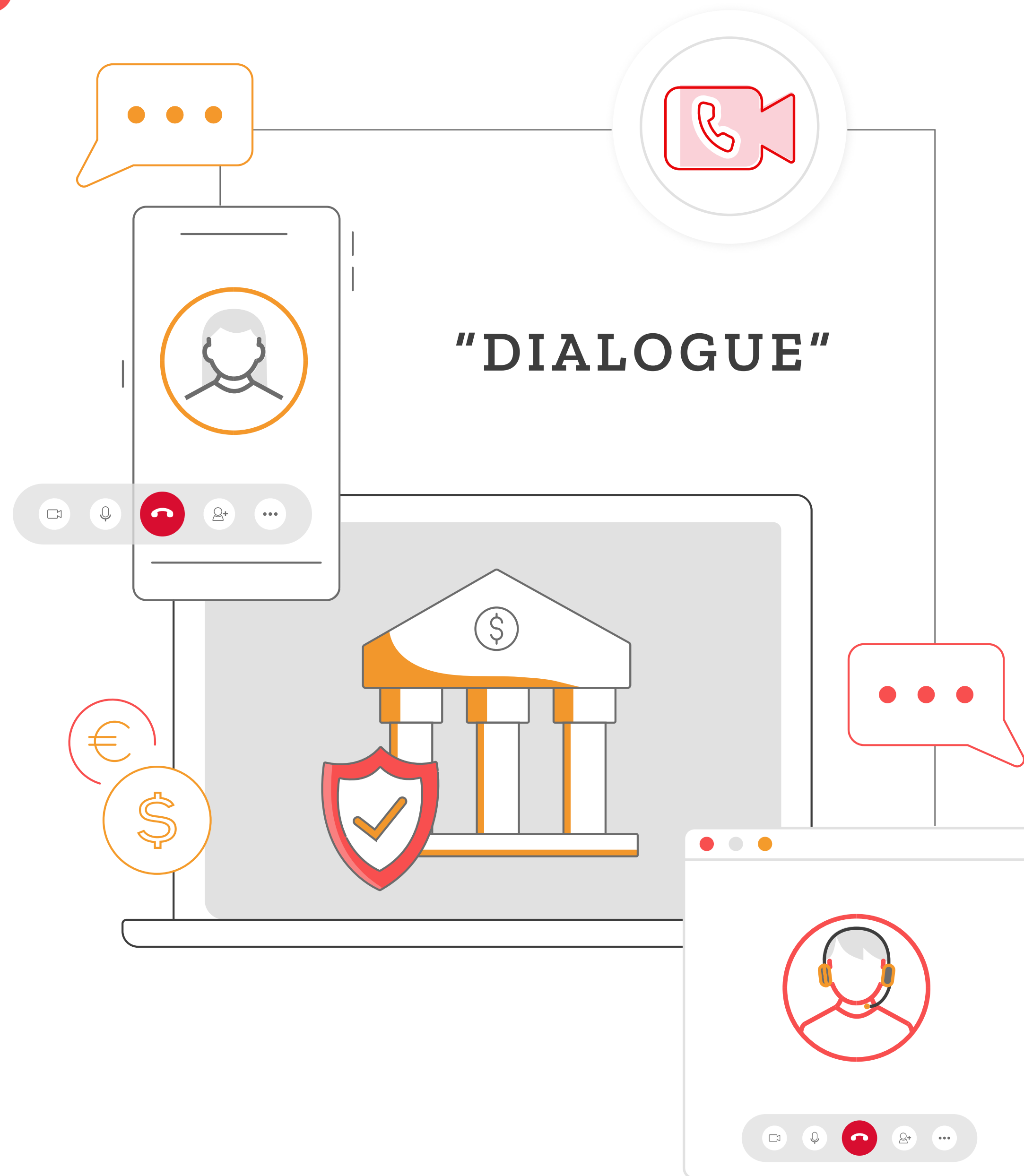
Banca Widiba wanted to create a new remote branded relationship channel for its customers. The bank wanted to set up a video communication system termed "Dialogue" to enable face-to-face interaction between its agents and customers. Through "Dialogue," the bank also wanted to allow its customers to initiate a video call with its agents in a simple way, directly from the bank's digital touchpoints.



How Kaleyra addressed Banca Widiba's requirements

Kaleyra Video allows customers to interact with Banca Widiba through a new remote communication channel, existing alongside the "face to face" interaction, thereby creating a wholesome phygital customer experience.

Using Kaleyra Video API, Banca Widiba provides its customers with a digital and branded communication channel alongside the traditional "face-to-face" system to interact with its agents, preserving the brand identity and enhancing caller's security. The combination of physical and digital customer communication channels offers a wholesome experience for the bank's users, available directly from the company's digital touchpoints used on a daily basis.



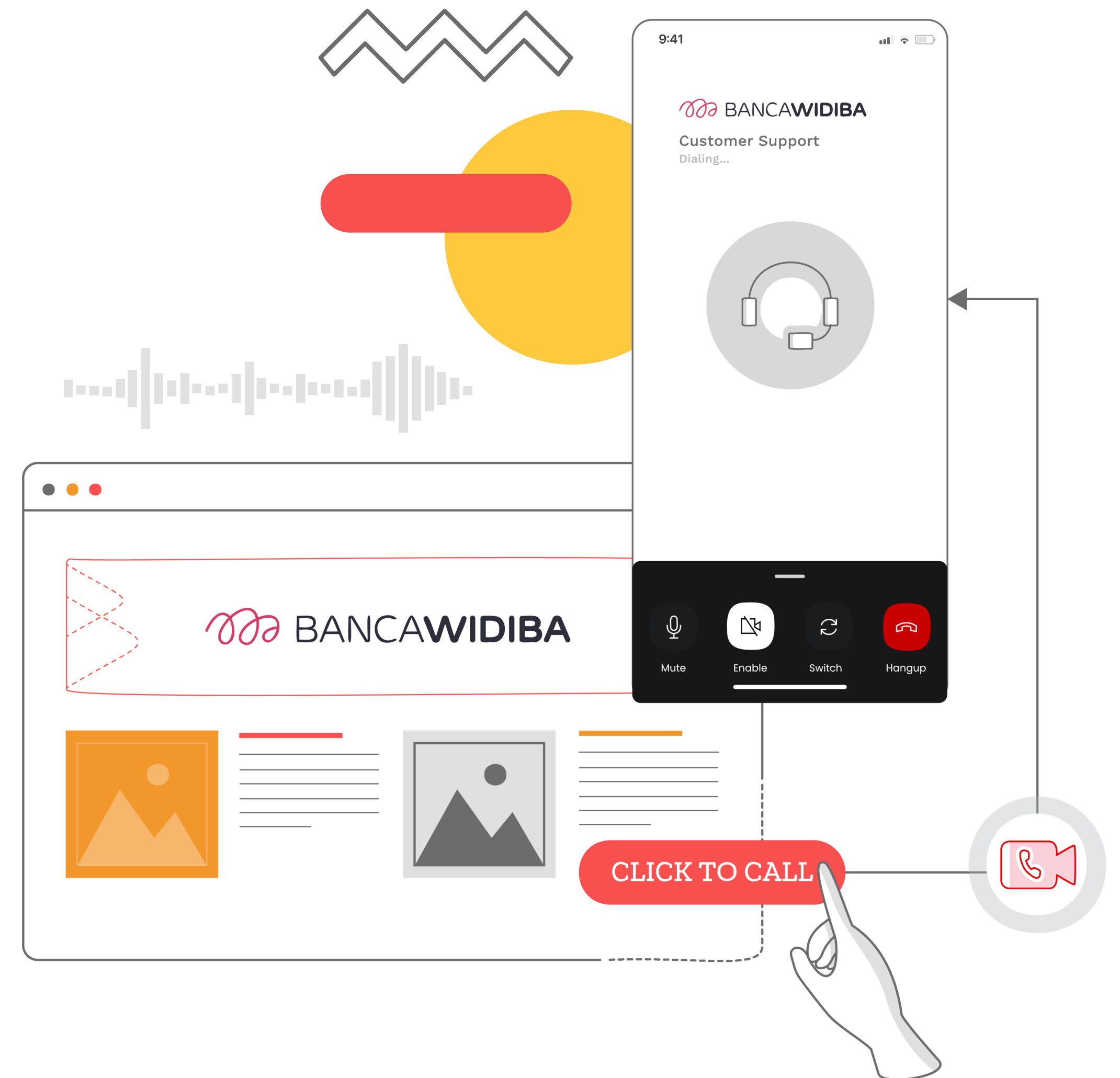
Connecting customers with bank agents through DIALOGUE

Kaleyra helped Banca Widiba launch "DIALOGUE," a video banking service to facilitate remote collaboration and human dialogue between customers and bank. By connecting the human component with technical expertise, DIALOGUE can, on the one hand, respond swiftly to the new customer needs that have arisen as a result of the pandemic and, on the other hand, serve increasingly digital users even in the post COVID era.

Click-to-call (video and audio)

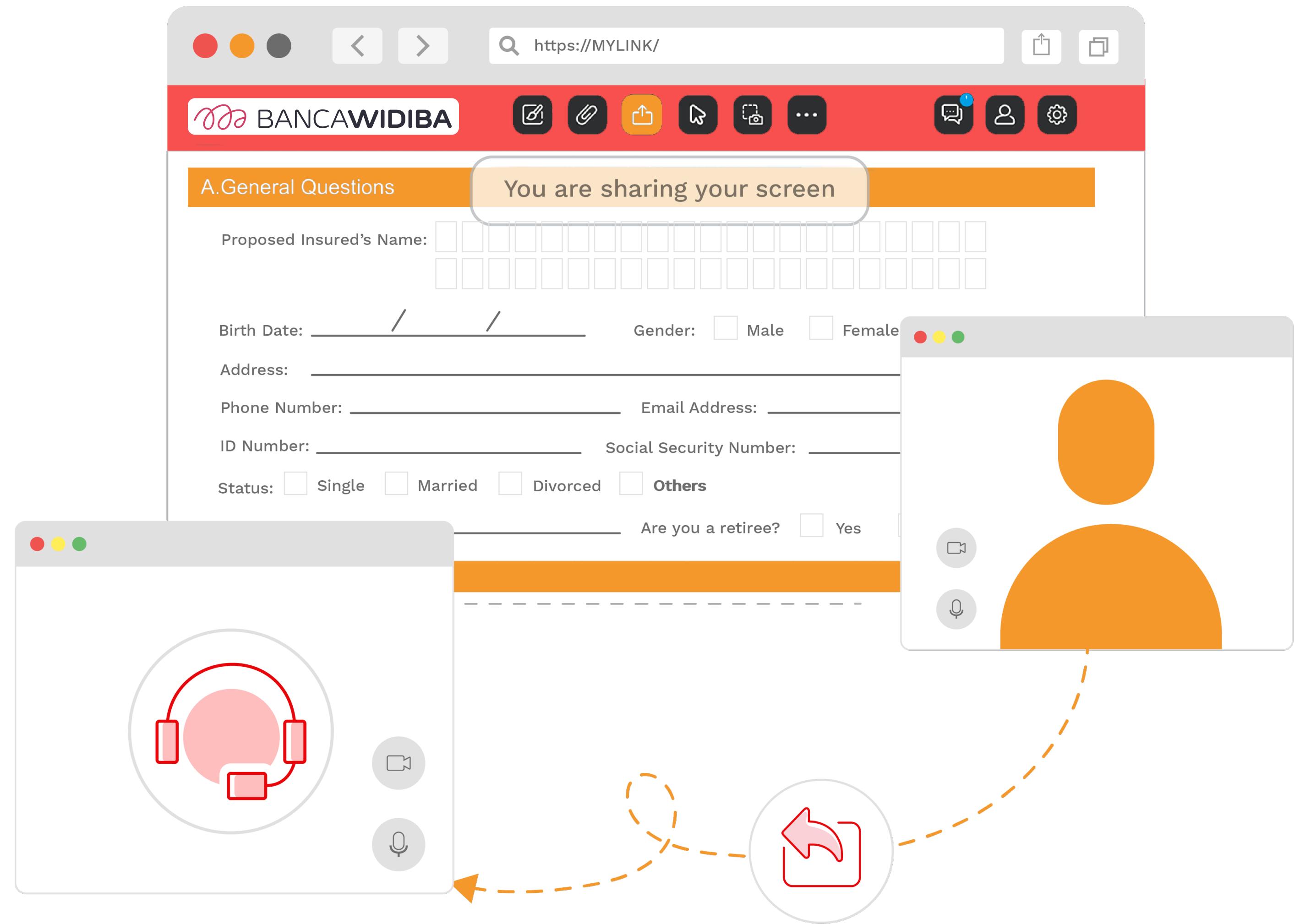
Customers tend to have many banking queries, and all of them require an immediate response. Though Banca Widiba's website offers a good amount of information, customers would want to know more details about certain financial products and services or receive more information on some operations. Click to call (video) was the perfect solution. Click-to-call ensures real-time answers for customers: they can start a call with bank agents instantly from anywhere by simply using the bank's existing digital touchpoints

Kaleyra helped Banca Widiba handle thousands of video calls seamlessly. The video API fetches, processes the details of customers, and connects the call to the assigned bank agent.



Screen sharing and other value-added features

Our extensive video calling solution offered Banca Widiba many useful collaboration features that included screen sharing. The agents were able to provide quick remote assistance to banking customers to help resolve queries in a collaborative manner using features like screen share.

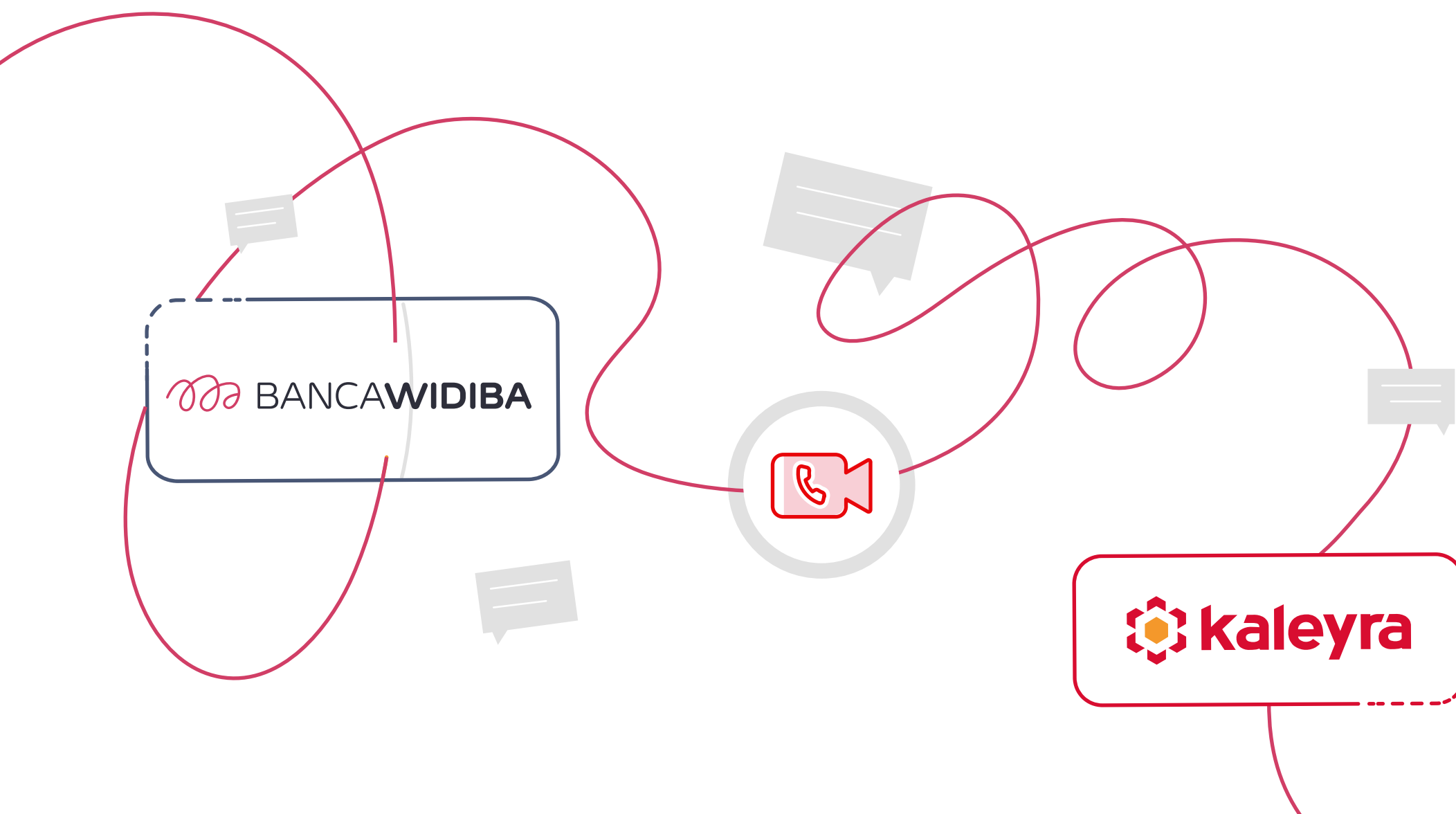


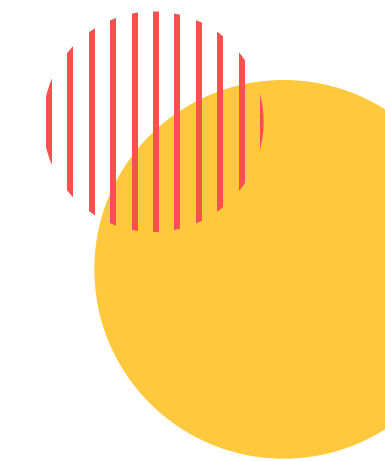
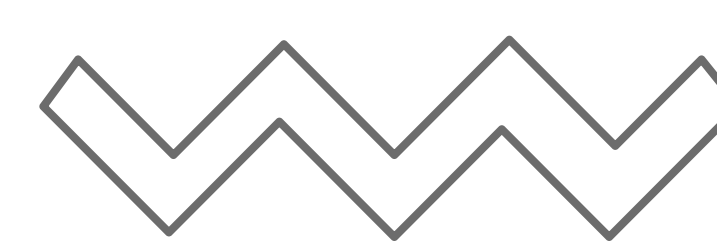
Kaleyra Video enables a native and secure channel based on WebRTC protocol with audio, video, and collaboration features between the financial institution and its customers.

The impact of Kaleyra-Widiba's collaboration

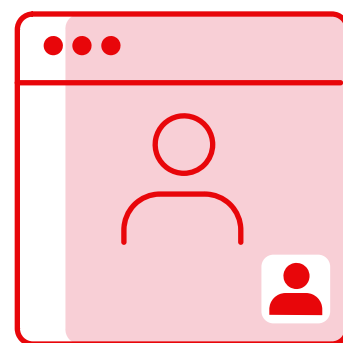
Through Kaleyra's video banking solution, Banca Widiba can now handle large volumes of video calls with higher efficiency, retaining face-to-face interaction at the same time.

By creating a personalized and unique experience for every customer, Kaleyra changed the bank's communication process. As a result, Banca Widiba can build long-term relationships with clients and gain positive word of mouth through referrals.





Some achievements since Banca Widiba switched to Kaleyra's video services:



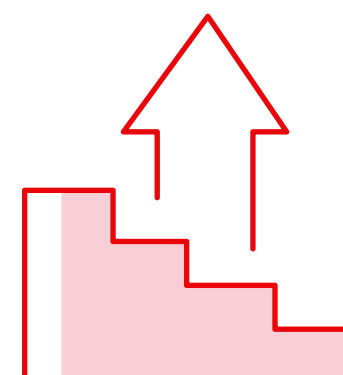
Enhanced customer support

Kaleyra's Video solution enabled Banca Widiba's agents to interact with their customers via a video calling system within a few months.



Streamlined communication process

Most of banking operations at Banca Widiba are carried out digitally. The transition from a traditional to a cloud-based communication model has helped Banca Widiba streamline its communication with its customers.



Digital interactions' growth forecast

Kaleyra Video served as one of the simplest ways to connect with customers. The real-time video calls allowed the bank agents to communicate with the customers and address their queries efficiently. In the near future, it is expected that more than 80% of Banca Widiba's customers will switch to digital communication channels to interact with agents.

Future operational developments due to the collaboration:

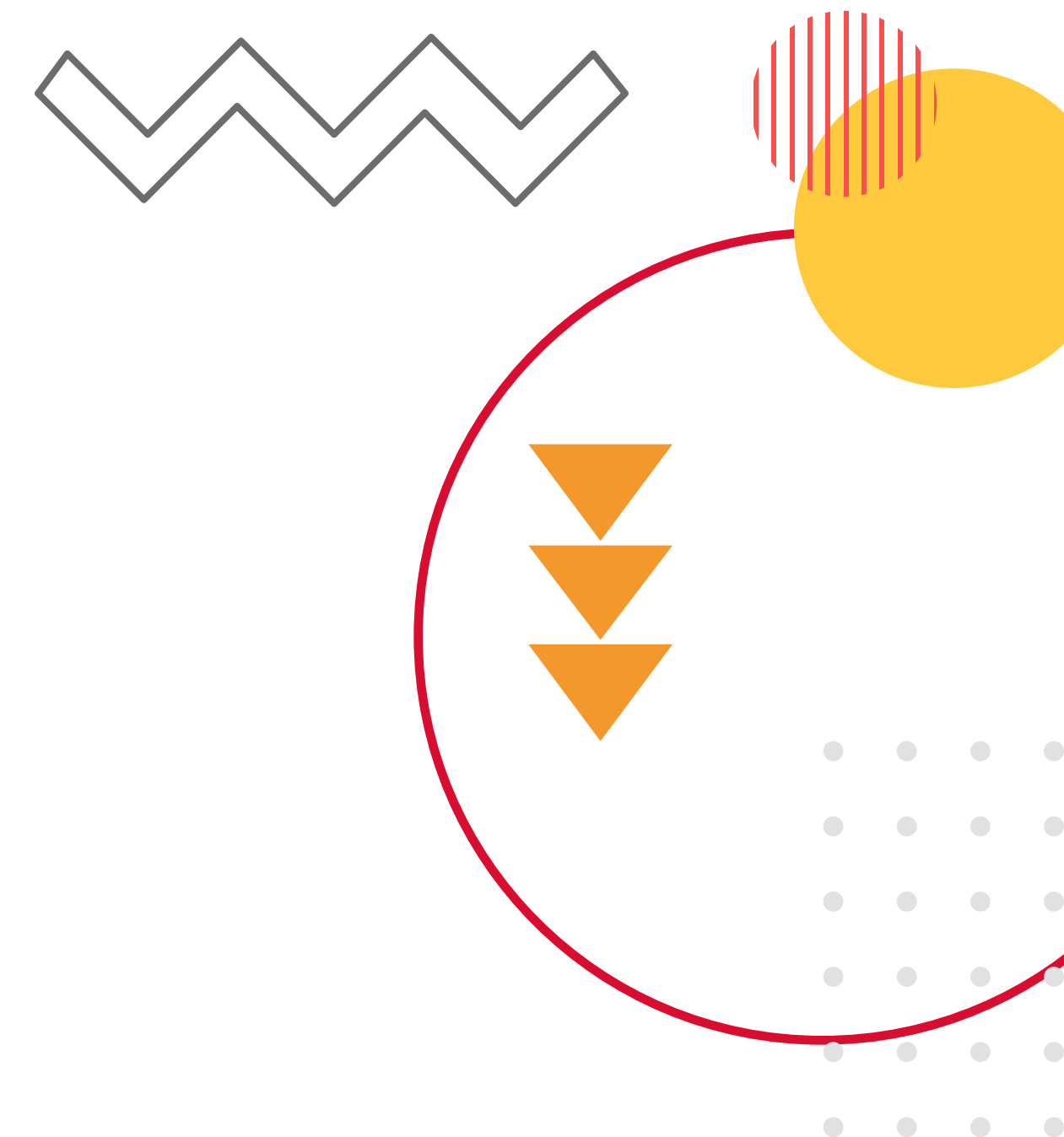
In the future Banca Widiba and Kaleyra will work together to improve other banking processes.

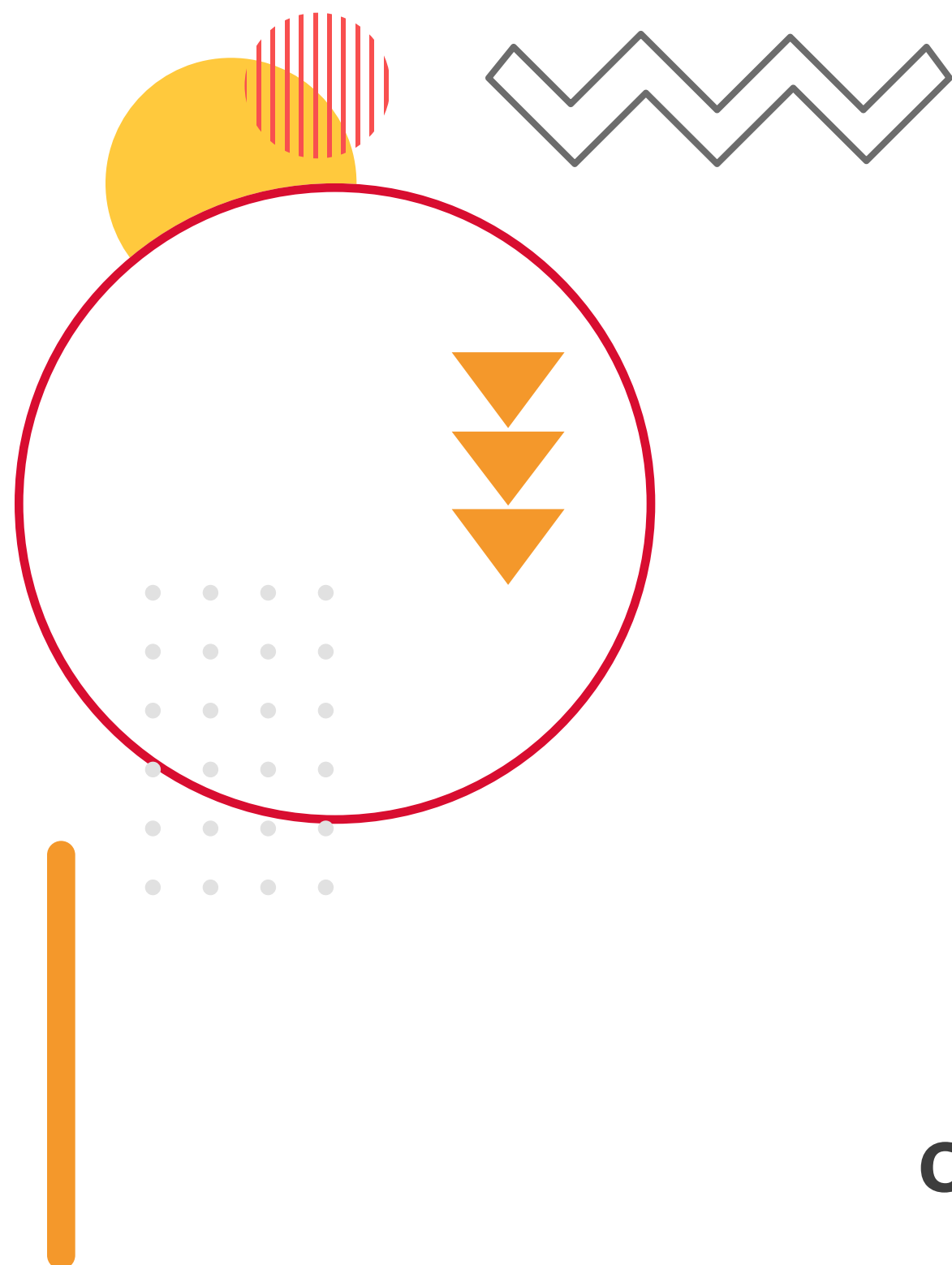
Outbound campaigns to support the sales team

Banca Widiba will be able to trigger outbound calls via its app. The in-app calling features clubbed with other value-added functionalities will strengthen customer security and support the proposition of new products and services.

Service model's evolution

Customers will be able to purchase the bank's products and services directly through the video-enabled channels.





We're ready to help you design the perfect
communication experiences for your customers.

Contact Us

