

# Outpace accountholder expectations with integrated CCaaS.

For consumers, having instant access to critical financial information and proficient banking representatives is the new normal. Financial institutions that don't embrace high quality integrated technology may be losing accountholders without even knowing it. Glyue™, powered by Sandbox Banking, is the integration platform that fuels CCaaS performance.

## The case for integrated CCaaS

The facts tell the story. Market Growth Reports estimates that the global Contact Center-as-a-Service (CCaaS) market size was valued at \$4.8B USD in 2022 and will reach \$11.5B USD in 2028, with a CAGR of 15.66% during 2022-2028.

Yet high agent turnover comes part and parcel with contact centers. While contact centers have historically had 30–45% average annual agent attrition, one report shows that attrition has jumped to as high as 80% since the pandemic. In addition to the high costs of hiring and training new agents, agent attrition impacts accountholder experience, brand perception, and is ultimately one of the most substantial costs for all contact centers.

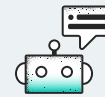
These two factors alone necessitate a CCaaS platform that is fully integrated with other financial technologies. By forming this foundation, banks and credit unions can exceed accountholder expectations and ease the burden on agents.

## Integrating CCaaS strengthens business



### Virtual call center

Ensure agents have all relevant information available on one screen, rather than logging on to multiple systems simultaneously.



### IVA/IVR/Chat-Bot

Increase self-service rates, providing more time for agents to tackle complex accountholder requests.



### Customer 360

Provide any agent in your organization that is working in a CRM access to live core data on demand.

## How Glyue™ benefits your CCaaS platform



**Multi-system integration:** Integrate directly to the core banking system and other software platforms such as LOS and CRM to pull specific data points into one visible location.



**Enhanced Accountholder Experience:** Connect to customers and solve their concerns, while improving first-contact resolution ability.



**Agent Empowerment:** Empower your agents with accurate and timely data so they can focus on delivering a more human experience.



**Business Agility:** Manage agents with empathy while delivering impact to the business.



**Self-Service:** Give accountholders the ability to self-serve activities such as money transfers, balance inquiries, and PIN changes.

## Our network of Top Tier CCaaS vendors includes:



Don't see yours? Ask for our extended library of CCaaS providers.

**Want to know more?**

 Let's talk!

 View our full integration ecosystem

 See which cores we integrate with