



GLIA: DELIVERING A SEAMLESS DIGITAL EXPERIENCE

We've all been there – calling your phone or cable company just to end up repeatedly begging a robot to connect you to a real representative, waiting on hold to be transferred to a different department, or wasting time and energy repeating your information to a phone rep after having already typed it all out to a chat agent. It's a frustrating experience that can leave consumers irritated — which just won't work in today's world, when customer service has become the differentiator that can make or break a business.



Removing Friction With Continuous Connection

State National knows your borrowers deserve better, and we're excited to announce that we have partnered with Glia, the leading provider in digital customer service solutions to integrate the very latest technology and provide the best borrower experience in our industry.

Smarter Than Chat

Glia's platform is designed to provide a secure, seamless customer service experience that meets the evolving needs of today's customers. It starts with the latest in chat technology, but encompasses so much more.

What Omnichannel Was Meant to Be

Glia offers a multitude of options to meet customers where they are, in the channel that works best for them. But it doesn't stop there — Glia enables representatives to engage with customers where they are online, see their screen, and co-pilot them to resolve issues without having to re-explain as they go. Flawless transfers between chat and phone calls provide a continuous connection for an efficient, stress-free experience.

REVOLUTIONIZING CX WITH A CHANNELLESS APPROACH

- » **Chatbots:** AI Virtual Assistants understand users' questions and concerns and triage requests, quickly delivering 24/7 self-service. Glia's bots can also pass interactions to live agents, reducing resolution and wait times and freeing up representative time for higher-value conversations.
- » **Live Chat:** Users can easily connect with a real person for real-time support and even securely exchange supporting documents and photos. If callers need additional explanation, they can connect to a voice call with the click of a button.
- » **Voice:** Allows users to engage via traditional phone or digital-first OnScreen Voice.
- » **CoBrowsing:** Live observation and the ability for a representative and a consumer to 'screen share' and browse on the same web page simultaneously using dual cursors. This enables representatives to see what your borrowers are seeing on their screens, making it easier to troubleshoot issues and provide targeted assistance.
- » **Video Chat:** Offers face-to-face support for a more personalized experience.

Glia's state-of-the-art platform provides State National with the tools to deliver personalized, efficient service experiences. Instead of the frustration caused by transferring and disconnecting so often encountered with other providers, with Glia borrowers can communicate with us in real time, in one smooth, consistent experience, to get the answers they need.

Intrigued? Contact your SNC Representative or Client Executive to find out more, or email info@statenational.com

Curious about what Glia can offer to your business? Check out Glia's full suite of tools for [credit unions](#) and [banks and finance companies](#).



Since 1973, State National has offered proven portfolio protection solutions. As the nation's premier portfolio protection specialist, we are the provider of choice for lenders nationwide. To learn more: info@statenational.com