# CBA Introductions by Vertical Industry

## Finance

Communication Business Avenue, Inc. provides software that makes it easier for financial services firms to enhance mobile and web real-time engagement. CBA is a recognized leader in collaborative in-app communications and advanced customer care technologies.

Many of the world’s largest banks are using CBA powered solutions to deliver personalized user experiences in an Omnichannel environment. Use cases include an app-based video concierge service, ‘click-to-care’ mobile banking and advisor-investor virtual collaboration for the wealth management sector. One bank has seen a four-point increase in net promoter score for its mobile channel, with higher first call resolution and a significant uplift in app downloads.

CBA’s easy-to-use toolkits based on the latest advancements in Web real-time communications (WebRTC) enhance company websites and mobile apps with plugin-less voice & video chat, Live Assist® co-browse & app screen sharing, contextual call routing, IVR bypass, callback and other advanced treatment. Integration with incumbent enterprise collaboration systems ensures existing IT investments are protected.

## Insurance

Communication Business Avenue, Inc. provides software that makes it easier for insurance firms to enhance mobile and web real-time engagement. CBA is a recognized leader in collaborative in-app communications and advanced customer care technologies.

Several top insurance companies in North America are using CBA powered solutions to deliver personalized user experiences in an Omnichannel environment. One key use case produces higher quality claims estimates and optimizes cycle time from accident-to-payout. In this scenario, collaboration-enhanced claims applications enable field adjusters and repair shops to reach claims experts faster with more accurate information sharing. Other results include higher net promoter and loyalty scores, improved efficiency for front line employees, increased revenue per customer and better sharing of expertise throughout the organization.

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## Retail

Communication Business Avenue, Inc. provides software that makes it easier for retail companies to enhance mobile and web real-time engagement. CBA is a recognized leader in collaborative in-app communications and advanced customer care technologies.

Many Fortune 500 companies are using CBA powered solutions to deliver personalized user experiences in an Omnichannel environment. As more people move to online channels, CBA helps retailers intersect consumers at the point of buying intent. For example, with one click and no loss of continuity, a consumer can escalate from a web chat with one agent to a voice or video call with a second representative, who can also see and control the customer’s app or browser, share documents, annotate on screen and fill out forms to provide immediate assistance. One company has seen a four-point increase in net promoter score for its mobile channel, with higher first call resolution and resolution and a significant uplift in app downloads. Other results include increased revenue per customer, improved efficiency for front line employees and better sharing of expertise throughout the organization.

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## Hospitality

Communication Business Avenue, Inc. provides software that makes it easier for companies in the hospitality industry to enhance mobile and web real-time engagement. CBA is a recognized leader in collaborative in-app communications and advanced customer care technologies.

Many Fortune 500 companies are using CBA powered solutions to deliver personalized service experiences in an Omnichannel environment. For example, virtual concierge services for guests can be made available within a hotel’s website or mobile app. The guest can tap to connect with live hotel representative, who can also see and control the visitor’s app or browser, share documents, annotate on screen and fill out forms to provide immediate assistance. Mobile room service, VIP premier service and remote help desk are other related scenarios. One company has seen a four-point increase in net promoter score for its mobile channel, with higher first call resolution and a significant uplift in app downloads.

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## Healthcare

Communication Business Avenue, Inc. provides software that makes it easier for healthcare companies to enhance mobile and web real-time engagement. CBA is a recognized leader in collaborative in-app communications and advanced customer care technologies.

Many Fortune 500 companies are using CBA powered solutions to deliver personalized experiences in an Omnichannel environment. For example, hospitals can enhance in-room care through app-based ‘click-to-video’ calling that instantly connects patients to nurses, specialists and even remote family members. Telemedicine and virtual out-patient services can also be facilitated through collaboration-enabled portals that allow clinicians to see and control a patient’s app or browser, share documents, annotate on screen and fill out forms to provide immediate assistance. Benefits include enhanced patient satisfaction, higher inpatient bed occupancy rates, improved clinician productivity and broader access to specialists’ expertise.

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