

Give The Power Of Response

Customers want to reply to messages from their financial institutions. They don't want a no-reply number. Your customers want to talk to you. In 2024, give customers the **power of response**.

What makes customers feel more comfortable when discussing sensitive financial issues via mobile messaging (by percentage)?

50% 40% 30% 20% 10%

Communication with a human

Clear verification that the conversation is secure

Messaging within my secure banking app

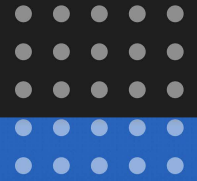
Switching to a live service agent

89%

of customers say they want two-way communication via messaging

<30%

of financial institutions offer two-way SMS texting



DID YOU KNOW THAT IN BANKING:

53%

say they're frustrated when they can't reply to a mobile message

98%

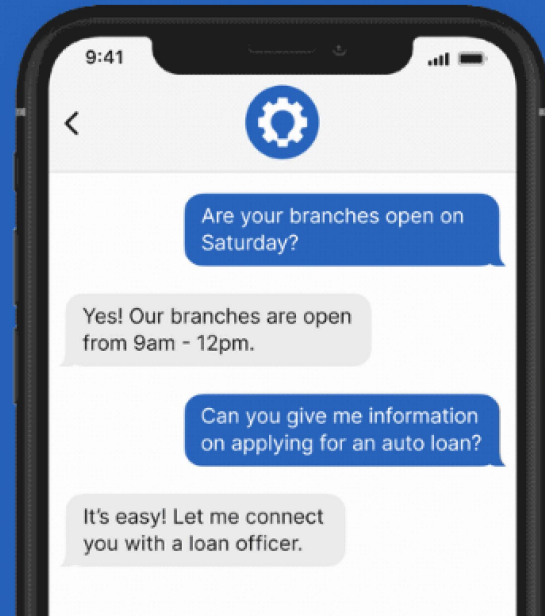
want their questions answered quickly by their financial institution

90%

say they would love to reply in-message to ask questions

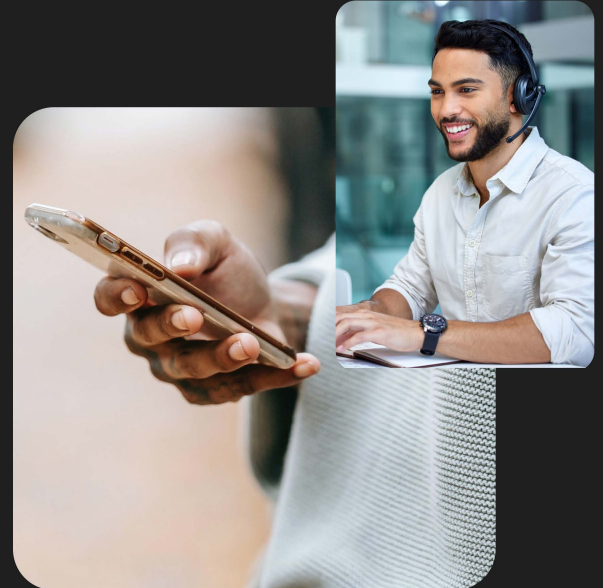
58%

report having questions answered quickly by their financial institution



What Does Invo Provide?

- Two-way SMS texting with video and voice chat escalation capabilities
- Mass texting for marketing and updates through Invo Text Campaigns
- Easy-to-navigate agent dashboard, able to deploy document capture and electronic signature technology



Give Your Customers The Power of Response