

INTEGRATED COMMUNICATIONS



FAQ SHEET



What does integrated communications mean?

In the financial services industry, it refers to the grouping of various communication channels and tools into a cohesive system that allows banks and credit unions to better streamline processes.



What are the benefits of integrated communications?

Integrated communications enable banks and credit unions to streamline communication between employees, customers, and partners. Key benefits include improved efficiency, productivity, and customer experience.



What are examples of integrated communications?

Integrated communications refers to services such as instant messaging, voice (IP and telephony), video conferencing, data sharing, email, voicemail, SMS, contact center, visible cues, whisper function, metrics, and AI (to name a few).



Are there other names for integrated communications?

Other terms include:

- Unified Communications
- CCaaS
- UCaaS
- IVR / IVA
- Telecom / Telephony
- Omni-Channel Contact Center