

Financial Services



Drips For Financial Services

Drips Conversations as a Service delivers a proactive, consumer-centric outbound strategy to reach customers who don't respond to traditional outreach.

It's all about how you say it™

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drips

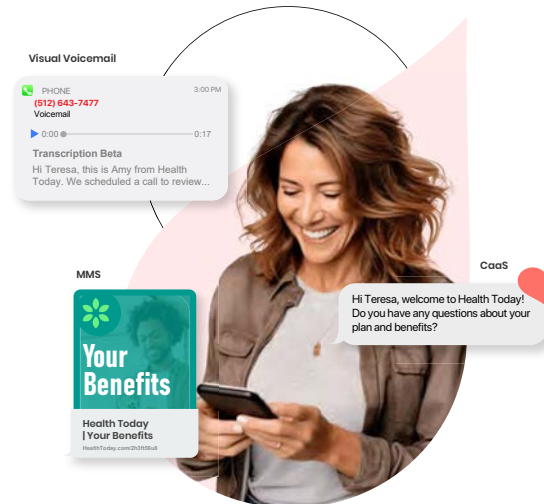
WHY CHOOSE DRIPS?

Drips is reinventing financial services outreach using a three-pronged managed technology approach with proven results for banks, lenders, and other financial institutions.

Keep It Real

Traditional outbound communication channels don't allow people to respond and engage on their terms. Drips helps financial services enterprises engage current and prospective customers in real conversations to drive better results.

How do we do it? With AI-powered Conversations as a Service, we hold real, two-way interactions using SMS, scheduled calls, and voicemail.

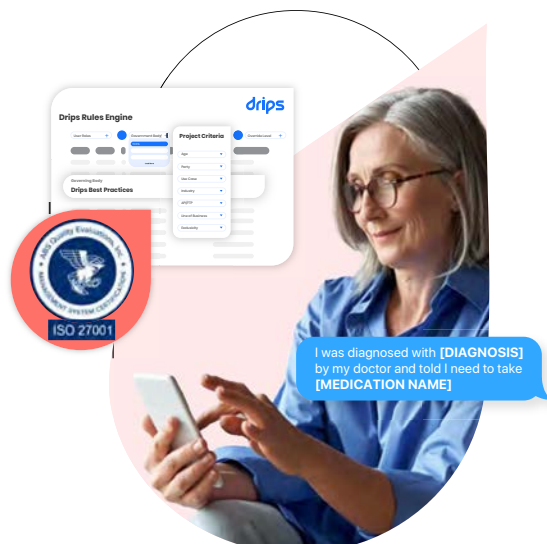


Keep It Safe

From federal FCC and CFPB rules to specific state-level regulations, our proprietary systems go above and beyond to help protect your reputation while getting results. Drips works with leading legal firms to help you stay on top of fast-changing outreach regulations. Plus, we're ISO 27001-certified to preserve information security in your marketing tech stack.

Keep It Easy

Drips isn't just an outreach tool. We give you a whole team to make it easy to integrate a conversational outbound strategy. This managed service approach includes hands-on support with integration, campaign scripting, testing, split testing and optimization, and ongoing reporting and improvements.



USE CASES

With the power to engage current and prospective customers with real conversations, Drips excels in use cases across the entire consumer journey.



Acquire

Drips lets financial services enterprises engage prospective customers in real conversions at scale using AI-powered texting and calls.

- ▶ Drive online enrollment and scheduled agent calls
- ▶ Follow up with applicants to boost conversion rates
- ▶ Increase call center efficiency and reduce OpEx

80%

Conversion Lift



Activate

Get higher engagement from new customers and improve satisfaction.

- ▶ Drive portal registration and welcome calls
- ▶ Improve orientation attendance
- ▶ Resolve common questions

More Engagement

55%



Navigate

Build trust and add value with ongoing engagement and connection.

- ▶ Build on existing relationships with additional products
- ▶ Send content and reminders to support overall financial success
- ▶ Resolve common concerns and gain audience insights

2x

Transfers To Call



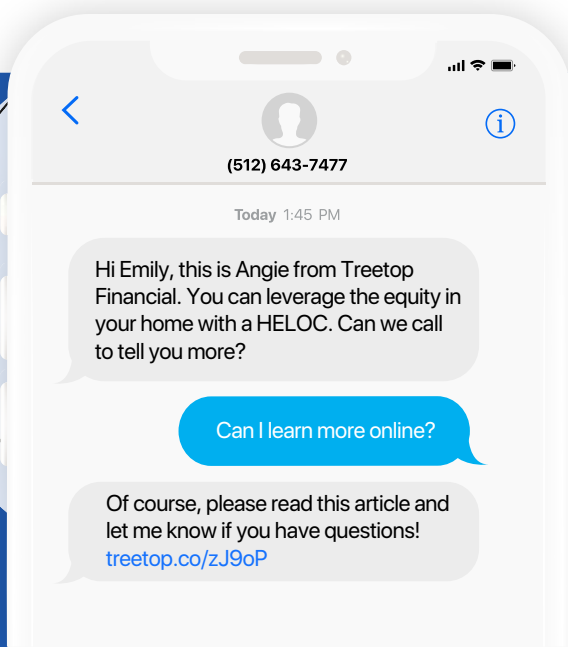
Retain

Engage about missed bills and other barriers safely and empathetically, while saving time in your call center.

- ▶ Drive bill payments and autopay
- ▶ Increase repayments while maintaining customer experience
- ▶ Improve usage of surveys and educational content

Better Retention

39%



It's all about how you say it™

With tailored AI outreach technology, experienced campaign management personnel, and leading-edge compliance solutions, Drips redefines outbound strategy for financial services. Get in touch today to start getting results with Conversations as a Service.

Innovate With Drips