

What is **Directlink**?

Directlink is a Conversational AI platform purpose-built for community financial institutions. Directlink’s voice banking solutions leverage AI to enhance customer interactions, streamline operations, and provide personalized banking experiences by phone.

IVR & AI Comparison

While traditional touchtone IVR relies on a fixed menu structure and pre-determined call paths, Directlink’s Conversational AI offers a dynamic and intuitive solution for natural-sounding customer interactions. Below are several key comparisons that highlight the advantages of Directlink’s Conversational AI platform over a traditional touchtone IVR system.

Touchtone IVR	Conversational AI
Fixed call paths and rigid menus only supports a narrow set of routine banking options	Offers dynamic, conversational AI that understands natural language, creating a smoother, more intuitive experience
Requires focused listening or memorizing complex call paths, leading to longer calls	Handles customer requests quickly and accurately by directly responding to voice commands, minimizing call duration
Unable to handle any new customer queries and frequently transfers unresolved issues to live agents	Resolves complex queries in real-time without needing to escalate to a live agent, reducing support costs and increasing efficiency
Static capabilities and costly to upgrade, often requiring manual adjustments to call flow and menu options as quick fixes	Easily self-managed by the bank allowing for real-time content updates without external support
Lacks multi-channel integration, meaning customers must call in for support	Seamlessly manages customer interactions across multiple channels—voice, text, and chat—ensuring a consistent experience
Provides a monotonous, robotic experience, causing customer frustration	Engages in friendly, human-like conversations, enhancing customer satisfaction



Call Flow Options

AI Behind an IVR	AI Receives all Calls	AI & IVR Combined
<p>Customer Opts-in to AI</p> <p>Customers start with an auto-teller or traditional touchtone IVR system and are then offered the option to transition to AI for more advanced, conversational assistance - 24/7</p> <p>Good</p>	<p>Replaces Auto-attendant IVR</p> <p>The AI takes over as the primary phone system, handling all inbound calls at the start, replacing the auto-teller and traditional IVR with a more seamless conversational interface</p> <p>Better</p>	<p>Leaves no customer behind</p> <p>This hybrid option still offers the benefits of AI at the start of the call, but offers a fallback modality for customers struggling, or not yet ready to adopt Conversational AI</p> <p>Best</p>

Directlink Conversational AI Solutions

Explore Directlink's suite of Conversational AI products designed for efficiency & enhancing customer interactions.

Virtual Banker

Conversational AI for automating routine account maintenance and question answering, providing 24/7 support and freeing-up representatives

Virtual Voice

AI voice cloning for establishing the Voice of Your Bank. Engage your customers with familiar and friendly audio voice-over across channels

Virtual Operator

Conversational AI that replaces your IVR auto-attendant and always routes calls to be best representative, branch, department, or skill-group

Virtual KYC

Risk-based authentication solution with AI that utilizes multi-factor, passive, and step-up authentication to combat account takeover

Directlink by the Numbers

+800

Self Service FAQs

60-90

Days to Onboard

+60%

Call Automation

+40

Pre-built Banking Skills

3-5X

Projected ROI - after 12 mo.

Learn More



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