

## **GLIA FAQs #1 | November 3**

### **What is Glia?**

Glia is an AI-assisted communications platform that supports digital interactions (chat, messaging, voice, and video). It will enhance and streamline external communication with our members.

### **Why are we switching to Glia?**

- To reduce silos across channels (e.g., separate chat, voice, SMS) and unify how we communicate.
- To improve responsiveness and flexibility in how we serve our members.
- To adopt a platform built with modern features (such as AI-assist, analytics, and streamlined workflows) that can support our growth and evolving needs.
- To ensure we're using a tool that supports collaboration, efficiency, and the way people want to work today.

### **What is the AI component?**

Glia voice and chat have an automated virtual assistant (AVA) that assists members with common questions and provides answers, reducing redundant calls.

### **What does AI-assisted look like for the member?**

Members will be greeted by AVA when they call the credit union. They will be able to ask questions in short phrases and sentences to connect them with the appropriate department and/or party. AVA will also be the face of our online chat and will function similarly, responding to member input to help our members to self-serve.

### **Are there other products we will adopt to use in conjunction with Glia?**

Yes, we will adopt Zoom as our phone platform.

### **What channels/platforms will Glia and/or Zoom replace?**

- **Voice:** Glia (in connection with Zoom) will replace RingCentral as the platform we use to communicate externally with members and internally with one another.
- **Chat:** Glia will replace the unauthenticated chat feature on our website. PLUS, it will allow members to engage in authenticated chats outside of Banno.
- **SMS:** Glia will replace BeeTexting for external SMS communications.
- **Zoom:** Zoom will replace Teams for all employee-to-employee/group chats and virtual meetings.

### **Will Glia offer new features/functionality?**

Yes! With the adoption of this new platform, we are adding the following services that will help us to elevate our brand:

- Glia will offer video conferencing with members to assist with identification and authentication.
- Glia will record and transcribe all chats and telephone calls to ensure top-notch service externally for members.
- Glia will allow Co-Browsing with a member or non-member on our website.

### How will this impact members?

Externally, our adoption of Glia will help us deliver a more seamless experience (faster responses, consistent conversations across channels).

### Who will utilize Glia and Zoom?

Employees who interact with members either directly or via transfer from an Operator assisting a member via Glia.

	GLIA	ZOOM
<i>Phone</i>	Member communication + support	Internal + All Non-Member calls
<i>Chat</i>	External; unauthenticated + authenticated	n/a
<i>SMS</i>	External	Authentication (Windows); limited back office ops
<i>Video</i>	External; CU initiated only	Internal + External; Virtual Meetings
<i>Co-Browsing</i>	External	n/a
<i>Direct Messages (DM)</i>	n/a	Individual and department or team chats + Channels (will replace Teams)