

FOR IMMEDIATE RELEASE
Monday, September 12, 2022

Contact:

Lizeth George
Communications Coordinator
866-231-0545 ext.1076
lizeth.george@lscu.coop



LEVERAGE Partners with Active.Ai

TALLAHASSEE, FL – *LEVERAGE* is excited to announce a new partnership with Active.Ai, an advanced artificial intelligence (AI) program that enhances communication methods for credit unions by providing a highly personalized conversational experience.

Active.Ai gives members 24/7 access to an intelligent virtual assistant that has been specifically designed to anticipate needs and effectively answer questions associated with financial institutions. Active.Ai is unique in that it can be used for text communication in a chatbot format and verbal communication through a phone call.

“We are so excited to participate in this new partnership with Active.Ai, who is leading the industry with its superior technology for communicating more effectively,” stated Steve Willis, President of *LEVERAGE*. “This advanced platform is the only AI program specifically designed for financial institutions that gives both English and Spanish speakers the opportunity to utilize various communication methods to manage their funds with a credit union.”

With this program, employees will have more time for human interactions and can be a valuable resource for smaller credit unions that may not have the capacity for a full-time customer service representative. With a 95 percent accuracy rating in addressing questions via voice, video, and messaging, Active.Ai is sure to be a reliable resource that your members can access at their convenience.

“We believe that leveraging the power of AI in conversational banking is the future for credit unions, said Ravi Sundararajan, COO of Gupshup. “The technology we bring to the table, makes virtual banking both seamless and effortless, irrespective of the channel the member chooses to access the platform from. Covering numerous services from virtual transactions, balance checks, and customer support and more, we are excited to partner with *LEVERAGE* to progressively transform member engagement.”

To learn more about how *LEVERAGE* and Active.Ai can assist your credit union, please email consult@myleverage.com.

###

ABOUT LEVERAGE

LEVERAGE, the Service Corporation for the League of Southeastern Credit Unions & Affiliates, is the business services provider that leverages credit union system resources, relationships, and industry knowledge for optimal performance and sustained growth of its clients and business partners. We work to offer credit unions best-in-class products and services that result in reducing costs, maximizing results, and making the most difference. For more information, visit myleverage.com or follow *LEVERAGE* on [Facebook](#) and [LinkedIn](#).

ABOUT GUPSHUP

Gupshup enables better customer engagement through conversational messaging. Gupshup is the leading conversational engagement platform, powering over 9 billion messages monthly. Tens of thousands of large and small businesses across industry verticals use Gupshup to build conversational experiences across marketing, sales, and support. Gupshup's carrier-grade platform provides a single messaging API for 30+ channels, a rich conversational experience-building tool kit for any use case, and a network of emerging market partnerships across messaging channels, device manufacturers, ISVs, and operators. With Gupshup, businesses have made conversations an integral part of their customer engagement success. Gupshup operates in India, Latin America, Eastern Europe, Southeast Asia, the Middle East, and the United States. Visit www.gupshup.io for more.

ABOUT ACTIVE.AI

Active.AI is the leading Conversational AI platform for digital financial services. Active.AI helps Banks accelerate their digital experience with omni-channel enterprise grade Conversational AI finance as a service platform built from ground up for Financial Services. Banks can deploy and scale rapidly with 150+ use cases pre-built out-of-the-box to increase customer acquisition, reduce customer service turn-around time and deepen customer engagement on WhatsApp, Messaging, Smart IVR, Mobile apps, Web, VoiceBots and IOT devices. Visit [Active.AI](#) for more.

Media Contact

Aparna Menon
Gupshup Corporate Communications
aparna.menon@gupshup.io