



# CleverTap Direct Call

CleverTap Direct Call is an industry-first in-app voice capability for trusted and contextual communication with your customers. A great addition to your trusted retention cloud, Direct Call gives you the competitive advantage of reaching out to your customers, through an in-the-moment channel that is unique, more engaging and totally secure.

## Key Benefits



### In-app Voice

Communicate with customers through voice, without moving out of the app



### 100% Secure

No sharing of phone numbers means no concerns about customer privacy and security



### Deep Context

Personalize customer communication and experience with full context



### Customized Branding

Brand your voice communication for trust and stickiness

## Direct Call Differentiators

- ✓ First in industry, in-app voice capability on an engagement/retention cloud
- ✓ Voice integrated with other channels in CleverTap, for enhanced context and personalization
- ✓ Lightweight common SDK for Voice, Chat and Actionable push notifications (Android, iOS and web platform)
- ✓ Easy and fast to integrate, built in call screens (incoming, ongoing and outgoing) for zero developer effort
- ✓ Best in class call success ratio, voice quality & latency rate with real-time metrics

# Fintech Use Cases

## Use Case: 1

**Customer Pain Point:** A customer wants to raise a query related to their bank account with the customer service team. The customer is not sure about where to call and also does not want to share their contact number while calling, for security and privacy reasons.

**Solution:** With CleverTap Direct Call, a customer has an option to request for an in-app callback. Once the call is initiated, there is no need for the customer to explain the context of the call thus ensuring speedy issue resolution. Also, as there is no sharing of phone numbers, it allays concerns about customer privacy and security.

## Use Case: 2

**Customer Pain Point:** A Fintech app customer gets a call from the company/app representative saying that the customer needs to upload certain confidential documents in order to complete the loan application process or KYC. The customer is not sure whether the caller is authentic or a fraud trying to dupe them.

**Solution:** CleverTap Direct Call enables an authentication layer over the call screen, between the app and the end customer that ensures the authenticity of the calling party. It improves call success ratio by building trust factor towards the brand.



## About CleverTap

CleverTap is the Modern, Integrated, Retention Cloud that empowers digital consumer brands to increase customer retention and lifetime value. For brands that understand and value user retention, CleverTap drives context and individualization with the help of a unified and deep data layer, AI/ML powered insights & automation.

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