



By Bankers, For Bankers

Invo Solutions delivers a personal video experience for high-value financial services



If you walk into one of BluCurrent Credit Union's four locations around Springfield, Missouri, and ask to open a business account or take out a car loan, the member representative you meet could actually be across town. It's common now for members to be directed to a small, comfortable office with a video monitor on the desk, as well as a web camera, signature pad and document scanner. Within moments, a BluCurrent employee at another branch appears on screen to get you all signed up.

As a small credit union, BluCurrent determined long ago that convenience was a primary competitive differentiator in financial services. But without the deep pockets to staff specialists in every branch, BluCurrent had to find innovative ways to manage employees.

BluCurrent's Executive Vice President Gary Kirk and Chief Operations Officer Derek Williams struck upon the potential of in-branch online video banking in 2012, long before video calling was commonly used. Today, BluCurrent is a customer of their spinoff company, Invo Solutions, with Kirk and Williams advising as co-founders and directors on its board.



Invo Solutions believes digital banking is the future and helps clients build their digital portfolio with video banking. Founded in 2012, its staff have more than 50 years combined of financial industry experience. Pioneers in the video software space, Invo developed the industry's first video banking experience. Its cross-industry product that greatly improves efficiency and customer experience.

<https://www.InvoSolutions.com/>

Invo Solutions' origins inside a credit union have been crucial to its success. "We are a solution built for bankers, by bankers," says Jake Martin, Invo Solutions Chief Operations Officer and its principal manager. "Because of that, we are significantly different from a solution created by a software development company."

Security, quality and stability

As of early 2020, Invo Video Banking was deployed in almost 200 branch locations across the United States, with many experiencing a growth in mobile video banking calls—some to the tune of almost 10,000 per month. With the shift to social distancing, financial institutions are increasingly evaluating video banking as an alternative experience. Vidyo has actively contributed to the Invo platform from early on, after the founders tested various technologies and found Vidyo excelled at security, quality and stability. Its whitelabel program allowed Invo to build on its technology and focus on other components of the solution. "We were impressed by the ability to consume the APIs and integrate it into our own workflows," says Williams. "But the relationship with Vidyo was just as important as anything," adds Kirk. "From the start, they treated us more as a partner than a customer."

“We have a level of comfort with Vidyo that far exceeds any other platform. The consistency and quality of video, the ability to handle fluctuations in bandwidth—it’s much more stable. Its government and military-grade security is also important for an industry as sensitive as finance.”

-Jake Martin,
Chief Operating Officer, Invo Solutions

Layering video on existing infrastructure

Invo Video Banking’s sweet spot is high-value transactions: opening new accounts, loans and credit lines, insurance, and investments. It allows banks and credit unions to centralize its specialists with a virtual video call center, as clients or members connect via the financial institution’s web, mobile app or in-branch video kiosks.

Invo reveals its banker DNA in how it seamlessly integrates with existing infrastructure and back-end processes. “It’s important to us that customers don’t have to change the manner in which employees support members or clients,” says Martin. Employees use the same workflows and documentation in their core banking systems, and require no retraining.

“We are core-agnostic,” Martin emphasizes. “We’ve gone to great lengths to write those integrations into our platform.” This includes the full complement of common digital signature solutions that banks and credit unions already use. With its background in banking IT, it knew forcing a proprietary system would only trigger compatibility issues.

Efficiency for exceptional experiences

But emphasizing efficiency helps Invo Video Banking also deliver the best experience for end clients. For example, credit unions create front-end questions with routing pathways so video calls connect directly to the right person, even programming in employee availability and multilingual support. “No one has to hand off a call, and members



immediately connect to the person who can best serve them,” says Martin. “Banks and credit unions maintain a great experience, and also see efficiency on the back end.”

Another way Invo’s roots show: call recording provides an audit trail of every interaction, as well as providing an opportunity to coach employees. In addition, the platform features deep data metric reporting, so managers can analyze the frequency of calls, their origin, from what devices to what departments, and how long customers wait—all keys to measuring success.

What’s Next

Mobile video calls have rocketed on the Invo platform, now representing over 80% of its interactions (it supports both Apple iOS and Android with a white-label app). With clients across the continental United States, Invo Solutions is eager to further penetrate that domestic market, as well as bring video banking to Puerto Rico, Hawaii, Mexico and Canada.

With a highly adaptable platform designed with a banker’s mindset for efficiency and great customer experience, Invo Solutions is confident that as digital banking grows, it has found the moment it’s been preparing for.