



## Press Clipping

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### Vizolution Launches North American Business at LendIt Fintech

HSBC Deploying Vizolution's Customer Experience Software in U.S.

**TORONTO (PRWEB) APRIL 09, 2018**

Vizolution, a U.K.-based provider of Customer Experience (CX) software solutions, today announced at the **LendIt Fintech USA 2018** conference in San Francisco that the company has expanded operations to North America, having established a headquarters office in Toronto, and sales, marketing and operations presence in Boston, Massachusetts and Santa Barbara, California.

As part of the launch, Vizolution announced that they have been selected by HSBC, one of the world's largest banks, to roll out Vizolution's virtual CX platform in the U.S. The omni-channel software will enable HSBC to streamline customer journeys by allowing clients and call center agents to digitally show, share and sign documents. The U.S. deployment follows on successful HSBC implementation of Vizolution software in the U.K. and Europe.


"We're delighted to expand our operations to the U.S. and Canada, and to help customers like HSBC streamline their customer journeys with advanced customer experience software," said Bill Safran, CEO of Vizolution. "HSBC has achieved customer satisfaction scores as high as 90 percent and average loan approval times have been cut in half since they implemented our software in the U.K. eight months ago, and we anticipate equally strong impact in North America."

Vizolution's client roster includes other global banks such as Santander and BNPP, along with major insurance and telecom providers. Vizolution's software is used by four of the top five U.K. lenders, and two out of five top U.K. insurance companies.

Digital solutions from Vizolution enable in-branch and call center agents and customers to easily collaborate by showing, sharing and signing documents, offering all the benefits of a face-to-face interaction without branch, travel or meeting costs. Vizolution's solutions also include a secure self-serve portal that allows customers to electronically sign, send and receive documents from any location and on any device.

**EXPERIENCE VIZOLUTION SOLUTIONS AT LENDIT FINTECH USA**  
LendIt Fintech USA 2018 attendees can connect with Vizolution at San Francisco's Moscone Convention Center (West), Booth # 1453, April 9-11. The event brings together more than 6,000 industry professionals to explore latest trends in development of international financial technology.

**ABOUT VIZOLUTION**  
Vizolution is a leading provider of omni-channel Customer Experience (CX) software solutions that streamline complex customer journeys. The company's SaaS-based solutions enable organizations in the Financial Services, Insurance, Energy and Telecommunications markets to increase sales revenues, improve compliance and reduce costs. Headquartered in Swansea, United Kingdom, Vizolution has North American presence in Toronto, Boston, and Santa Barbara. For further information, please visit <http://www.vizolution.com>. To see how Vizolution's offerings significantly improve customer journeys, please [view this video](#).



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Vizolution Limited

Office Block A, Bay Studios Business Park, Fabian Way, Swansea, SA1 8QB, Company No. 06699620