

Executive Overview

Glia is the leader and pioneer of Unified Interaction Management—redefining how companies interact with their customers. The Glia Interaction Platform unifies voice, digital customer service, and AI with a unique ChannelLess® architecture that eliminates interaction silos, dropped context, and frustration for customers and representatives. With Glia, companies can easily shift volume between channels, and customer connections can evolve naturally. Glia helps its customers harness the power of customer interactions to drive efficiency, loyalty, and revenue.

Glia has partnered with over 600 companies, with sweet spots in Financial Services and Healthcare. Named a [Deloitte Technology Fast 500™](#) company for a third year in a row and a [Great Place to Work](#) (with a 97% employee satisfaction rating), the company has raised over \$150 million in funding from top investors and was recently valued at over \$1 Billion. Learn more at glia.com.

Product & Service Offerings

- Contact Center as a Service (CCaaS)
- Digital Customer Services (chat, digital voice, video)
- CoBrowsing / Screen Share
- Chatbots / Voicebots
- AI Agent Tools and AI Manager Reporting
- WFM, QM, Speech Analytics

Sales Engineer Take On Best Fit

Glia is a contact center and AI automation platform focusing on high-trust clients (25-1000 seats) in industries like banking, insurance, healthcare, and government. Glia employs a 'priceless pricing' model with unlimited seats, minutes, and AI usage, quoted based on organization size.

- John Paullin, Director of Sales Engineering, UC/CC/AI

Key Features & Differentiators

- Industry Focus: Financial Services, Insurance and Healthcare are all they do, with deep productized industry integrations, innovation, and use cases.
- ChannelLess: Glia provides the ability to manage interactions across chat, voice or video, and seamlessly transition across all channels.
- Responsible AI and Automation Layered into Every Interaction: Their pre-trained, pre-built chatbot was created to be an out-of-the-box solution for Banks and Credit Unions.

- Secure, Open and Extensible Platform: A flexible, cloud-based platform that can be customized, integrated with other systems, and scaled to meet the unique needs of different businesses
- Customers LOVE them: Shattering the traditional vendor status quo with their industry-leading implementation, award-winning customer success, and 73+ NPS score.
- Intuitive Interface: Glia's customer-facing and backend interfaces are the most intuitive on the market, making it easy for our customers to quickly adopt and optimize their usage of Glia.

Top Industries Served

- Financial Services
- Healthcare
- Insurance

Ideal Customer Profile

- Industry: Credit Unions, Banks, Insurance, FinServ companies, Healthcare
- Size: 25 to 1000+ agents
- Type of operation: Formal or 'informal' contact centers (e.g., Loans department, digital customer service, etc.)
- Technology: Currently using on-premises or legacy cloud providers (Five9, Genesys, etc.)
- Geography: North American operations preferred
- Poor fit: No telesales or collection focus

Qualifying & Technical Questions

1. What are the most common reasons your customers reach out to you?
2. Could you describe any problems you're experiencing with online account opening or loan application abandonment?
3. What are the biggest challenges you experience when supporting your members/customers/patients?
4. What is the highest friction experience in your contact center today?
5. How large is your contact center team? Can you describe how it's structured today?
6. What systems are you using today in the contact center (CRM, CCaaS, WFM, QM, etc.)?
7. How do you service customers after-hours today?
8. Are there key metrics that the team is focused on? (CSAT, AHT, # of calls vs. digital engagements, etc)
9. What is most important to you in this evaluation in priority order?

Elevator Pitch

Glia revolutionizes customer service with our Unified Interaction Management platform. We combine Call Center as a Service, AI solutions, and digital engagement tools to provide flexible, scalable support. Our AI enhances interactions, while our Digital Customer Service integrates voice, video, chat, and CoBrowsing for a Chanelless® approach. Glia future-proofs your customer service, transforming it from a cost center to a growth driver by delivering effortless, personalized experiences across all business sizes.

Objections & Rebuttals

Price (too expensive)

Glia offers transparent pricing with no hidden fees or variable usage costs, unlike legacy

Scalability (unsure if Glia can scale)

Glia's cloud-native, AI-native architecture is designed for tremendous scale, with no inherent limitations on handling large volumes of interactions and/or agents.

Lack native UCaaS

Glia's open architecture allows for easy integration with any preferred UCaaS, providing flexibility and avoiding vendor lock-in. Primary working with MS Teams and RingCentral for UCaaS needs. lia's open architecture allows for easy integration with any preferred UCaaS, providing flexibility and avoiding vendor lock-in. Primary working with MS Teams and RingCentral for UCaaS needs.

Lack native UCaaS

Glia's Contact Center solution benefits all industries, offering exceptional customer engagement. While some native AI is FI focused, most native AI capabilities & features are industry-agnostic.