

# MOBILEARTH LAUNCHES CUSTOMER CHAT FOR MOBILE BANKING CLIENTS

*Mobilearth offers their mobile banking clients a step up in customer service with their new secure customer chat module for mobile banking apps.*

BURNABY, BC, CANADA, December 5, 2018 /EINPresswire.com/ -- TRG [Mobilearth](#) Inc., known as a successful provider of mobile banking apps to banks and credit unions, advanced one of its growth strategies to meet institutional demand for a wider range of customer interactions with the launch of on-demand customer to staff chat integrated in the customer mobile banking app.

Customers want more from their banking. They want value, personalization and responsive customer service. Customer chat gives them a painless way to communicate with their financial institution and quickly solve issues or answer questions. Poor customer service is the primary reason customers will change their financial institution.



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*Tia Lee*

Beginning in Q1 2019, existing bank and credit union customers of Mobilearth will be invited to participate in the launch. Other institutions interested in exploring the benefits of customer to staff chat through the Mobilearth mobile banking app are also welcome to participate.

“Institutions are looking for ways to connect with their customers. Customer chat gives customers the ability for real-time communications with staff so questions and support issues are answered in a timely manner before

discontent or frustration can build,” said Tia Lee, CEO of Mobilearth. “We are thrilled to launch this new feature and build on this new competency in conjunction with the customer self-service feature already popular in the Mobilearth mobile banking apps to apply for new accounts.”

Customer on-demand chat features in the mobile banking app for the Q1 launch include:

- + Secure chat built into customer logged in mobile banking session
- + Automatic tickets assigned to customer chat requests
- + Dedicated staff app to service customer support tickets

For more information regarding customer on-demand chat and other mobile and online platforms please visit [mobilearth.com](#)

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