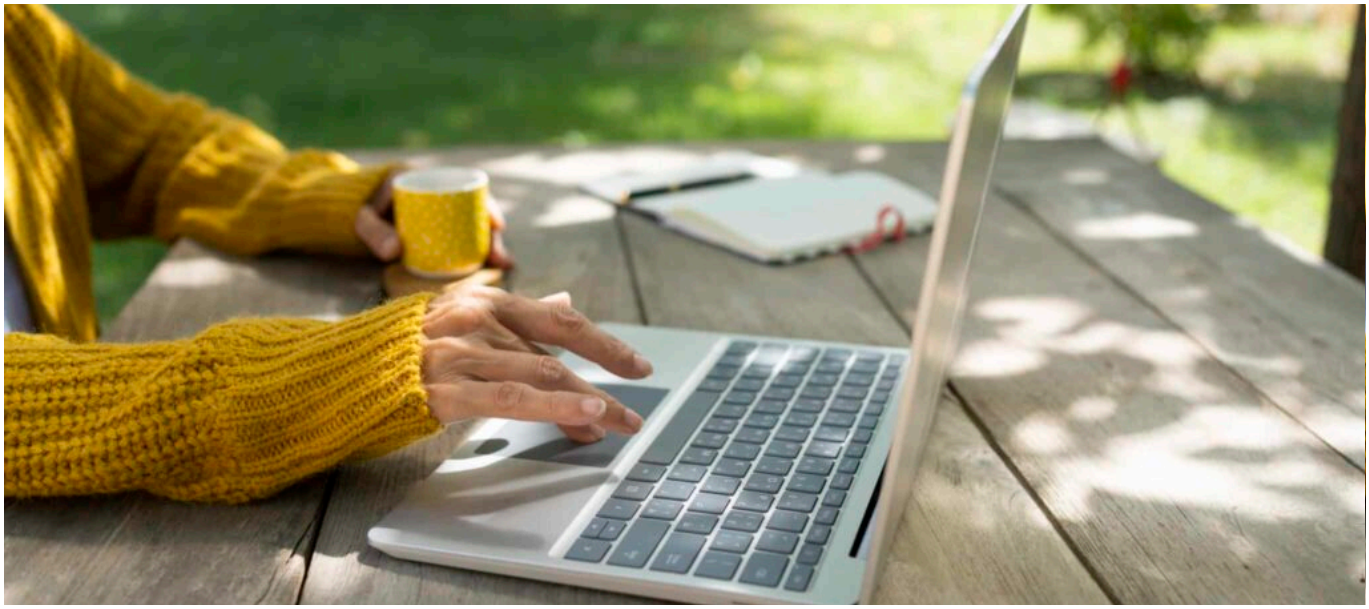


Remitly’s AI-Powered Support Slashes Response Times by 75%

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By Ankur Tiwari, VP of Product Management, and Devon Terrell, Sr. Software Engineer, Remitly

At Remitly, we’ve spent the past decade building a convenient, reliable, and scalable payment infrastructure that enables us to disburse over **90% of transfers in less than an hour**[1]. Through our Perfect Delivery Promise, we also guarantee that transfers will arrive on time, or we’ll refund your fees. We take this personally because we know that a majority of payments sent with Remitly go towards critical needs or emergencies *that can’t wait*.

So what happens when something goes wrong? Every second spent waiting on support adds stress. This urgency has driven us to find new ways to deliver faster, more effective support when our customers need it most.

Earlier this year, Remitly launched a new and improved AI-powered help experience – featuring AI-enhanced search and support article personalization. We also introduced a new virtual support assistant, which can help customers with a wide range of tasks from quickly understanding how to cancel or amend a transaction to tracking the status of their transfer. The results speak for themselves[2]:

- Our new AI-powered virtual support assistant can guide customers in resolving issues **four times faster** – *slashing the average time a customer spends with support by **75%*** – and maintains a customer satisfaction rating comparable to our human agents across both phone and chat. Although our customers always have the option to speak to a human representative, we've found that **only 3% of customers** choose to.
- Our first-contact resolution rate has increased to **over 74%**, meaning millions of customers can now get the help they need in their first interaction with support.

Through AI, Remitly continues to improve customer satisfaction by offering fast, personalized, and reliable support that meets the needs of our global customer base.

This is the first in a series of articles we'll publish exploring how Remitly is using AI and machine learning to benefit our customers. At Remitly, we believe the potential of AI to fundamentally transform financial technology is immense – as is our responsibility to use this technology responsibly. We've embraced a culture of innovation that's guided by a deep commitment to delivering customer-centric solutions that are worthy of the trust our customers place in us.

We're excited to share more on the progress we're making to deliver an exceptionally fast, reliable, and accessible payment experience. Stay tuned to the Remitly Newsroom for future articles or visit our Careers site to join us in shaping the future of payments.

Have you had an exceptional experience with Remitly's customer support team that you'd like to share? We'd love to hear from you – reach out to news@remitly.com.

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[1] As of Q3 2024
[2] Based on support experiences provided to Remitly customers Oct 1 to Nov 11. Remitly's virtual support assistant has been available to most English, Spanish, and French-speaking Remitly customers since Oct 1