



SPEEDPAY® NOW LEVERAGES ARTIFICIAL INTELLIGENCE TO OFFER AN IMPROVED CUSTOMER EXPERIENCE

Beguided's virtual agent offering, Avapay, provides customers with a customizable, efficient payments experience

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Speedpay, Inc., a Western Union subsidiary, announced an alliance with Beguided, Inc., a technology company that provides enterprise solutions for increased customer engagement. Through this strategic alliance, Speedpay has fully integrated Avapay, a proprietary avatar-guided payment channel, into its platform to offer customers a customizable and efficient payments experience that utilizes Artificial Intelligence to power self-service platforms.

“As a pioneer in the payments industry, Speedpay is dedicated to providing clients with a suite of tools and solutions that simplifies the billing process, providing an efficient, convenient approach to making payments,” said Frank Lockridge, senior vice president, Western Union Global Payments and head of Speedpay. “Beguided’s virtual agent offering is a unique solution that enhances overall efficiency by freeing up time for live representatives to tackle more complicated customer service issues. By offering this tool, Speedpay provides billers with another way to better serve their customers and improve their business processes.”

Now available to current or prospective Speedpay customers across all industries, Beguided's Avapay solution guides customers through the bill pay process with the help of a customizable virtual agent. The automated, multi-lingual solution collects customer information and feedback and processes payments quickly. Avapay is available 24-hours a day, so customers can pay bills at their convenience.

By leveraging Beguided's Avapay offering, Speedpay clients can improve their business processes and customer experience by reducing inbound call center traffic, increasing early-stage collections and reducing 30-60-90 day delinquency.

“Beguided’s alliance with Speedpay demonstrates our lasting commitment to providing customers with tools that make their hectic lives a little easier,” said Mike Mesch, executive sales partner at Beguided. “Speedpay’s industry leadership and deep knowledge of client needs made this alliance a natural fit.”

To learn more about Speedpay's comprehensive electronic bill presentment and payment solutions, visit speedpay.com.

ABOUT SPEEDPAY, INC.

Speedpay, a Western Union subsidiary, is a pioneer in the billing and payments industry, driving measureable results for clients for nearly 30 years. Speedpay provides expert, account-based consultation to develop bill presentment and payments strategies tailored to clients' unique needs. From web to mobile, IVR, CSR or walk-in, Speedpay offers innovative solutions that help simplify the customer payment experience to ensure customers can pay according to their preferences, and billers get paid on time. Our configurable approaches that help billers manage billing and payments to maximize ROI, reduce costs, increase operational efficiency and improve customer experience and satisfaction. For more information, please visit www.speedpay.com or follow us on [LinkedIn](#).

ABOUT BEGUIDED, INC.

Beguided is an IT solutions company focused on solving business problems with proprietary and externally integrated AI-driven solutions. Beguided's AVAPay™ payment portal focuses on providing a positive payment experience online and keeping consumers up to date, negotiating their payment arrangements, and resolving any questions they may have in the process. Beguided's Concierge is an intelligent platform for customer service, Marketing/Sales, and Human Resources. Beguided platforms integrate with client host systems in order to get exact information relevant to making service decisions such as: informing employees about a new process, providing a space for internal groups to ask questions, providing guidance to consumers, helping consumers understand a bill and resolving customer service issues. Beguided tools are designed so they understand the intent of any question presented and provide answers in a immediate and friendly way. For more information about Beguided, you can go to: <http://www.beguided.com>

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