ABSTRACT

Described are a method, system, and computer program product for facilitating communication between a user of a financial account and a merchant associated with at least one transaction with the financial account. The method includes receiving transaction data representative of the at least one transaction, the transaction data comprising at least one transaction identifier. The method also includes determining the merchant associated with the at least one transaction identifier and determining at least one merchant communication mode. The method further includes transmitting merchant contact data to a user device and receiving at least one selected communication mode. The method further includes generating a merchant communication session associated with the at least one selected communication mode and, in response to receiving the at least one selected communication mode, facilitating a communicative connection for the merchant communication session between the user and the merchant through the at least one selected communication mode.

<FIGURE 1>