



The Power of We™

# Solutions for the Financial Services Industry

Build loyalty while increasing profitability



## Know your customer—and increase your profitability

Helping you deliver personalized customer experiences every day

### What do today's financial services customers want?

Today, financial services providers face new challenges based on increasing economic and competitive pressures and customers' changing expectations. Your customers want to interact with your company on their own terms, schedules, and devices. They want self-service options for faster service—with the ability to reach a real person immediately if they need additional assistance. They want to know that their personal data is safe and secure, but easily accessible when they need it.

Most of all, customers want you to know who they are and what they need—so that every interaction can become a personalized experience across all communications channels.

### Avaya communications solutions can give you a competitive edge.

Whatever type of financial services you provide, Avaya's customized, integrated, next-gen communications solutions can help you provide each customer with a personalized, collaborative experience every time, on any device—in ways that help drive customer loyalty while being efficient and cost-effective for your business.

## Banking Solutions

### Avaya solutions for the banking industry will help you:

- **Understand your customers** using the power of data analytics, so you can provide them with the kind of personalized service they want in every interaction.
- **Increase profitability** by controlling costs, reducing loan delinquencies, and gaining higher ROI from your technology investment.
- **Reduce risks and increase loyalty** with fraud prevention and security features that help you protect your customers and provide better service and satisfaction.
- **Enhance productivity** with leading-edge contact center solutions that connect agents, customers, and information efficiently and seamlessly.

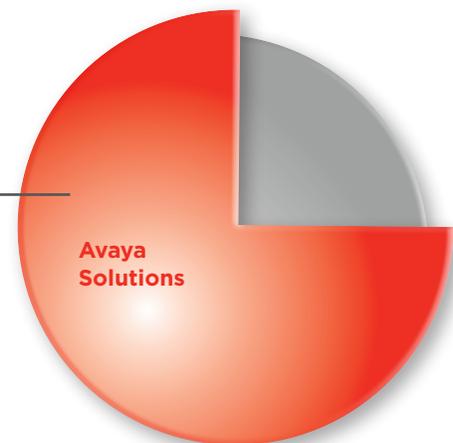
## Insurance Solutions

### Avaya solutions for the insurance industry will help you:

- **Streamline claims processing** so you can resolve claims faster and deliver better customer experiences.
- **Be prepared for the unexpected** so that you can serve your policyholders quickly and efficiently when emergencies occur.
- **Increase profitability and customer loyalty** with automated contact center functions such as personalized upsell and cross-sell messages, call-back options, and opt-in services such as billing reminders.
- **Maintain regulatory compliance effortlessly**, with voicemail storage and mobile call recording solutions that help you meet stringent insurance industry requirements.

## Partner with the proven leader in financial services telecommunications solutions

**75%** —————  
of the top global banks use  
Avaya solutions.



**Contact Center**

Help your agents improve performance, productivity, and customer satisfaction in every interaction with historical context, real-time analytics, and cross-selling opportunities.

**Branch Banking**

Communicate a consistently branded marketing message through your bank branches' phone system—enhancing customer engagement and satisfaction while maximizing employee efficiency.

**Social Media**

When customers have a problem with your business, are they talking to you—or their social networks? Protect your brand by monitoring and proactively engaging in online conversations.

**Layered Security  
For Online  
Transactions**

For financial services customers, security and privacy are top priorities. Avaya offers a full suite of tools to protect personal data, combat fraud, and enhance convenience.

**Claims Center**

Help your claims processing staff improve performance, productivity, and customer satisfaction with historical context, real-time analytics, and collaboration capabilities.

**Disaster Response**

When disaster strikes, your affected customers need help fast. Avaya provides flexible options for rapid scale-up such as remote agent login and accelerated claims handling.

**Web-Based**

Insurance customers increasingly prefer to research, buy, and renew policies online—with the option to easily reach a live agent. We offer flexible solutions to help you engage with customers and meet their needs.

**Intelligent  
Outbound  
Calling**

Improve collection rates and increase revenue with proactive, automated calling tools for notification of overdue bills, payment options, and the option to transfer to an agent.

## About Avaya

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service, and competitiveness. For more information, please visit [avaya.com](http://avaya.com).

## Learn more

To learn more about how Avaya can help you provide your customers with personalized experiences while increasing profitability and enhancing productivity, contact your Avaya account manager or authorized business partner.

Visit [avaya.com/financialservices](http://avaya.com/financialservices) for more information and resources for the financial services industry.

